

Claude3 Opus Sales Report
Superstore II, '17 vs '18
Prepared: 01 April 2024

This report uses charts designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. **Consistent chart design:** All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.
2. **Simplified and focused content:** Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.
3. **Proper labeling and titling:** Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.
4. **Standardized notation:** IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- **Black** represents actual values for the current year
- **Grey** represents data from the previous year
- **Red** indicates negative or "bad" performance
- **Green** indicates positive or "good" performance
- **"PY"** is used to denote the previous year values
- **"AC"** refers to the actual current year values
- **Underscore "_"** is used to represent year-to-date data
- **Tilde "~"** indicates a rolling year or 12-month period

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Superstore II's Impressive Sales Growth

Superstore II achieved remarkable sales growth from \$609.2 million in 2017 to \$733.2 million in 2018. This success was driven by changes in units sold and product mix, with the Technology category leading in both sales and gross margin. The Consumer segment and West region were the top performers, contributing significantly to the company's overall success. Despite an increase in overall gross margin, the percentage slightly decreased due to the Furniture category's performance.

Category and Regional Performance Breakdown

Technology and Office Supplies were the standout categories, driving strong sales across all regions in 2018. The Consumer segment led in purchases, while Office Supplies saw the highest growth at 34%. Furniture, however, lagged behind with only 8% growth and struggled with negative margins in some regions. Standard Class shipping was the most popular choice, indicating that customers prioritize cost over speed.

Profitability and Popularity Insights

Superstore's diverse product portfolio demonstrated varying levels of profitability and popularity across regions. The West region led in gross margin contribution despite having fewer states, while the Central region showed high state participation but lower margins. Key products like Copiers and Phones had contrasting sales-to-margin ratios, and Office Supplies sold the most units. A few key manufacturers and subcategories played a central role in Superstore's multi-state operations.

Sustained Growth and Future Strategy

From 2015 to 2018, Superstore achieved a strong 14.4% CAGR, driven by new customer acquisition and retention, particularly in the West and East regions. The company saw a 20% increase in sales in 2018 compared to 2017, with notable spikes in January, August, and November. Substantial growth was observed in the 'Technology' and 'Other rank >1' categories. To maintain success, Superstore should focus on strategic planning based on regional and seasonal trends, as well as prioritizing customer retention.

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At a glance: Superstore II's sales grew significantly from \$609.2 million in 2017 to \$733.2 million in 2018, driven by changes in units sold and product mix, with Technology leading sales and gross margin. The Consumer segment and West region were top performers, and while overall gross margin increased, the percentage slightly decreased due to Furniture. Canon and Global saw notable sales increases in various regions, but faced challenges in the West and Central regions respectively. Pages 8 to 16.

Sales breakdown: The Technology and Office Supplies categories drove strong sales across regions in 2018, with the Consumer segment leading in purchases. Office Supplies saw the highest growth at 34%, while Furniture lagged at 8%; Technology had the best gross margins, but Furniture struggled, even seeing negative margins in some regions. Standard Class shipping was most popular, suggesting customers prioritize cost over speed. Pages 18 to 26.

Data insights: Superstore's 2018 sales data highlights the varying profitability and popularity of its diverse product portfolio across regions. The West region leads in gross margin contribution despite fewer states, while the Central region shows high state participation but lower margins. Technology products like Copiers and Phones have contrasting sales-to-margin ratios, Office Supplies sell the most units, and a few key manufacturers and subcategories play a central role in Superstore's multi-state operations. Pages 28 to 34.

Trends: The company achieved strong sales growth from 2015 to 2018, with a 14.4% CAGR driven by new customer acquisition and retention, particularly in the West and East regions. Active customers' sales outperformed lost customer cohorts, and 2018 saw a 20% increase compared to 2017, with notable spikes in January, August, and November, as well as substantial growth in the 'Technology' and 'Other rank >1' categories. Strategic planning based on regional and seasonal trends, along with a focus on customer retention, will be crucial for maintaining the company's success. Pages 36 to 41.

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Superstore II experienced significant sales growth from \$609.2 million in 2017 to \$733.2 million in 2018, driven entirely by changes in units sold and product mix (p.11). In 2018, Technology led sales at \$27.1 million (37%), followed by Office Supplies at \$24.9 million (34%) and Furniture at \$21.3 million (29%) (p.9). The Consumer segment contributed the most at \$33.0 million (45%), while the West region led with \$24.9 million (34%) (p.9). Standard Class shipping generated \$39.6 million (54%) (p.9).

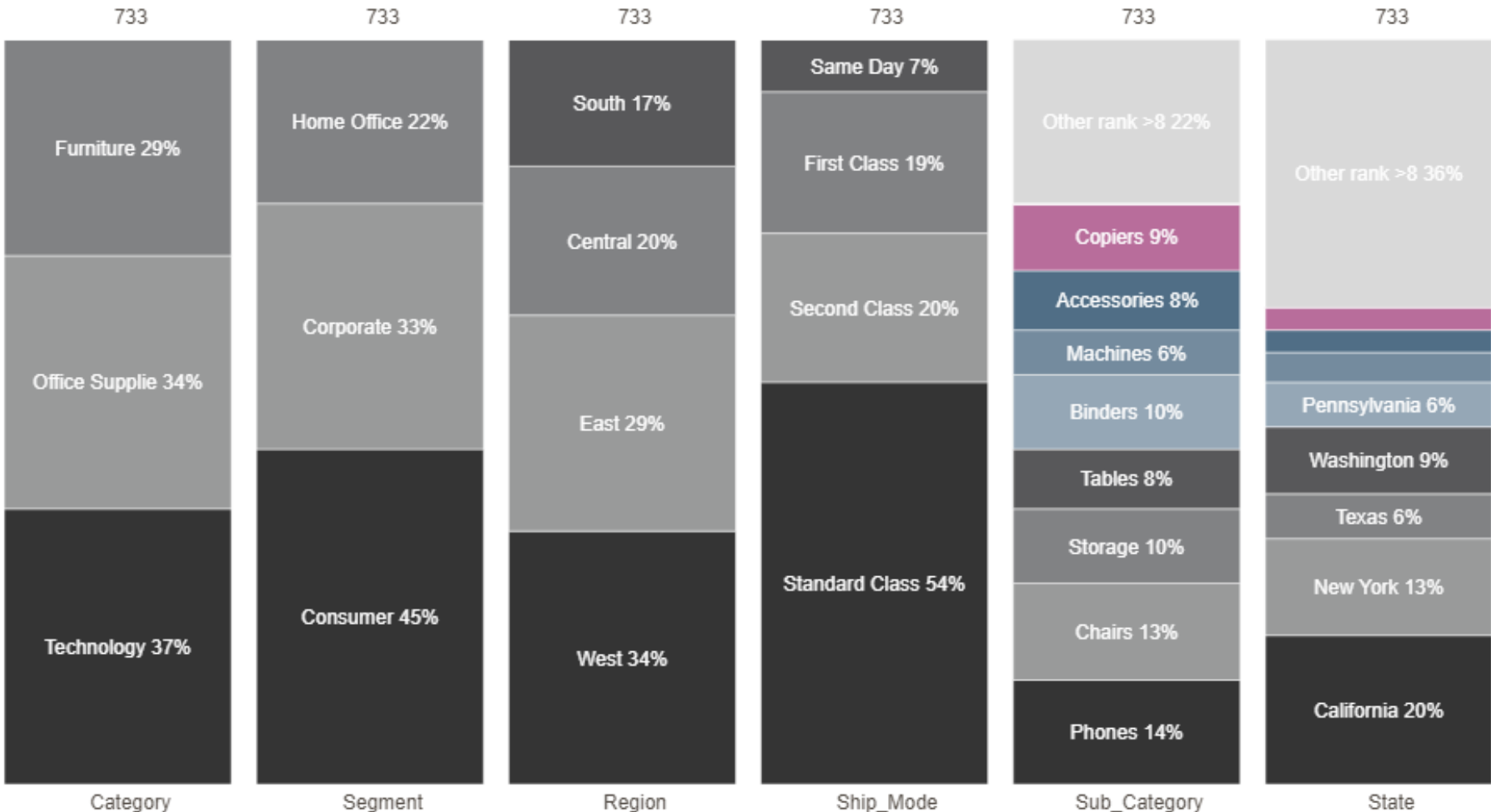
The company's gross margin increased from \$81.4 million in 2017 to \$92.9 million in 2018, suggesting enhanced profitability and more efficient operations (p.13). However, the gross margin percentage slightly decreased from 13.4% to 12.7%, primarily due to a decrease in Furniture (p.14). Technology led gross margin at \$5.0 million (54%), followed by Office Supplies at \$3.9 million (42%) and Furniture at \$278k (3%) (p.10). The Consumer segment generated the highest gross margin at \$4.6 million (49%), and the West region topped the list with \$4.4 million (47%) (p.10).

Sales growth varied across regions, with the West and East showing robust increases driven by positive units and mix variance, while the Central region experienced a slight decline (p.12). Technology significantly outperformed other categories in 2018 compared to 2017, with a 27% increase in gross margin (p.15). Home Office experienced the highest growth at 40%, followed by Consumer at 27%, while Corporate declined by 14% (p.15).

Superstore II saw growth in many areas, with notable sales increases for Canon and Global in various regions (p.16). However, Global sales significantly declined in the West, as did Canon in the Central region, indicating regional challenges or shifts in consumer preferences (p.16).

Superstore II's 2018 sales were led by Technology at \$27.1 million (37% of total), followed by Office Supplies at \$24.9 million (34%) and Furniture at \$21.3 million (29%). The Consumer segment contributed \$33.0 million (45% of total), Corporate \$24.2 million (33%), and Home Office \$16.1 million (22%). The West region led with \$24.9 million (34% of total), followed by the East at \$21.3 million (29%), Central at \$14.7 million (20%), and South at \$12.5 million (17%). Standard Class shipping generated \$39.6 million (54% of total).

Superstore II
Sales in kUSD by dimension
'18



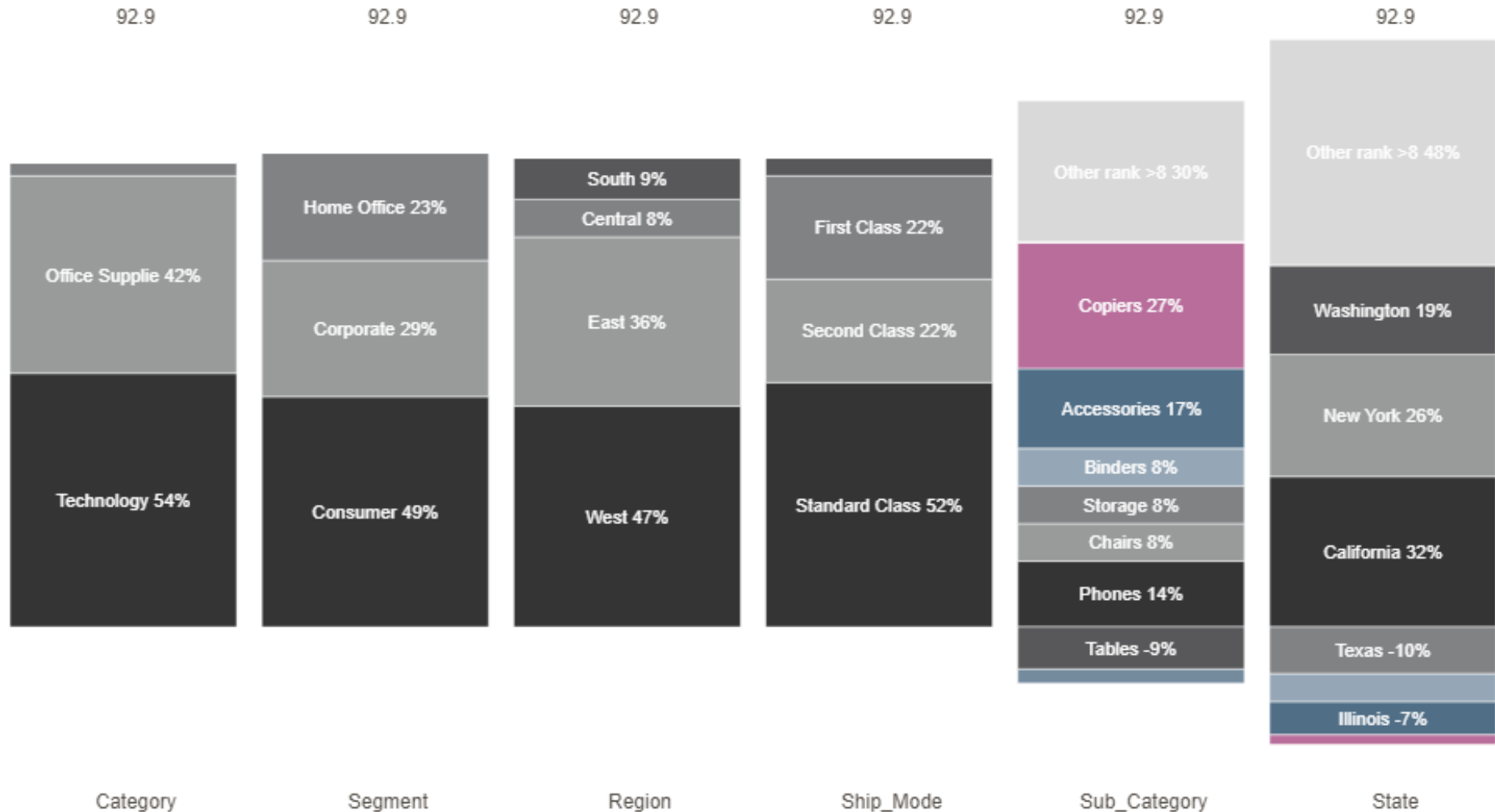
The Technology category led with a gross margin of \$5.0 million (54% of total). Office Supplies followed at \$3.9 million (42%) and Furniture at \$278k (3%).

The Consumer segment generated the highest gross margin at \$4.6 million (49%). Corporate and Home Office segments contributed \$2.7 million (29%) and \$2.1 million (23%), respectively.

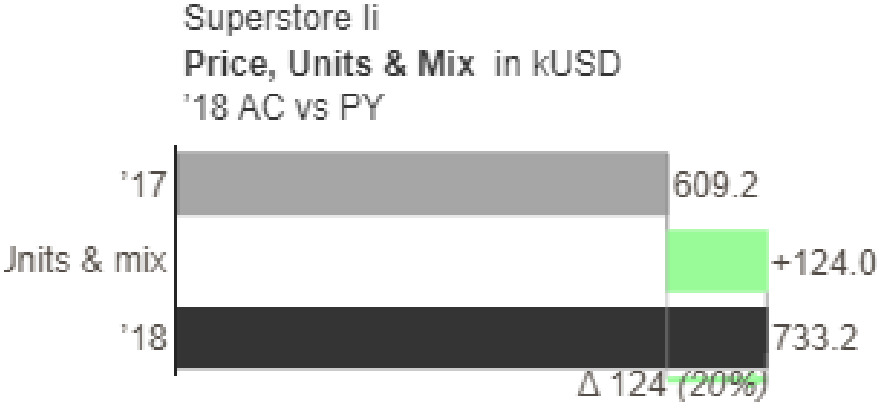
The West region topped the list with a gross margin of \$4.4 million (47%). The East followed at \$3.4 million (36%), South at \$836k (9%), and Central at \$743k (8%).

Standard Class shipping mode dominated with a gross margin of \$4.8 million (52%).

Superstore li
Gross Margin in kUSD by dimension
'18

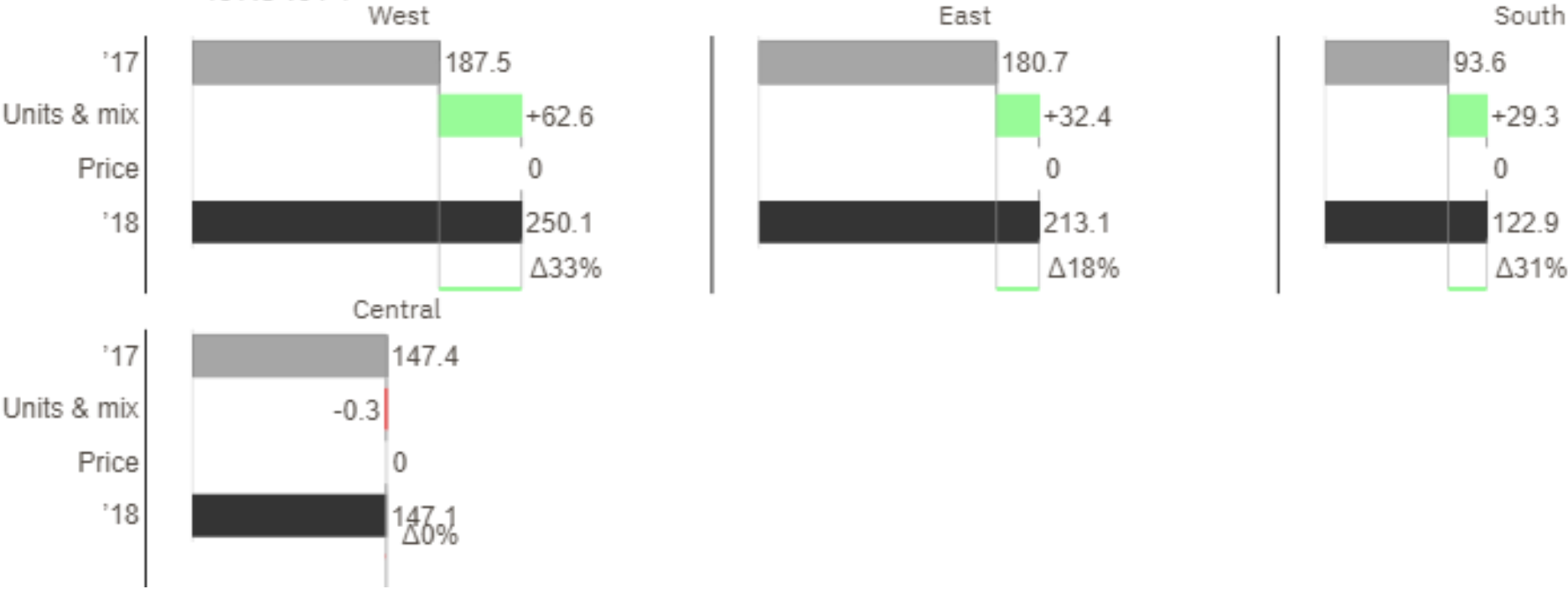


Superstore II's sales grew significantly from \$609.2 million in 2017 to \$733.2 million in 2018, an increase of \$124.0 million. This growth was entirely driven by changes in units sold and product mix, suggesting effective strategies around product assortment, pricing, and sales volume.

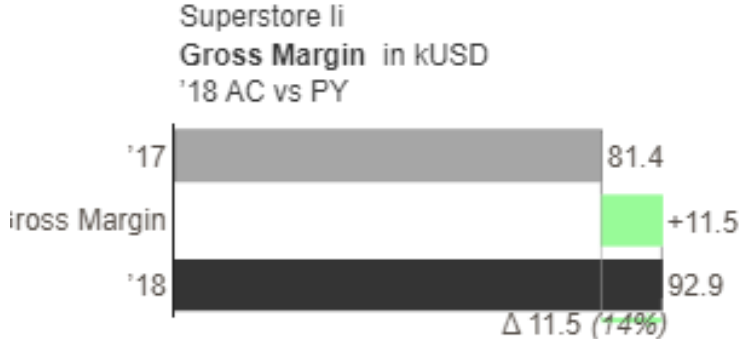


Sales growth varied across regions. The West and East regions showed robust increases of \$62.6 million and \$32.4 million, respectively, driven by positive units and mix variance. The South region also grew by \$29.3 million. However, the Central region experienced a slight decline of \$331.3k due to negative units and mix variance. Price variance did not contribute to the sales changes in any region.

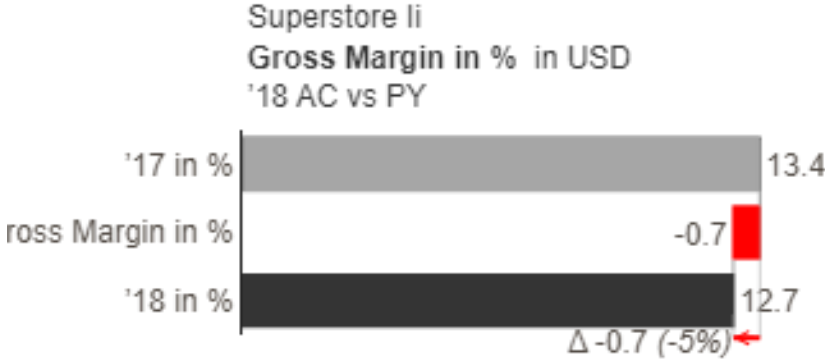
Superstore li
 Price, Units & Mix in kUSD by Region
 '18 AC vs PY



Superstore II's gross margin increased from \$81.4 million in 2017 to \$92.9 million in 2018. The \$11.5 million increase between the two years suggests enhanced profitability and more efficient operations.

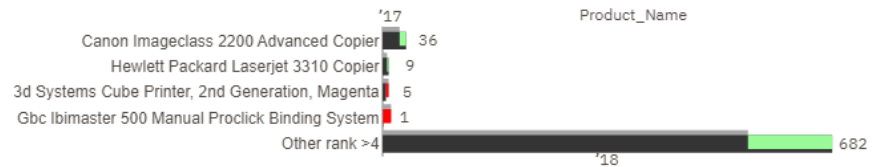
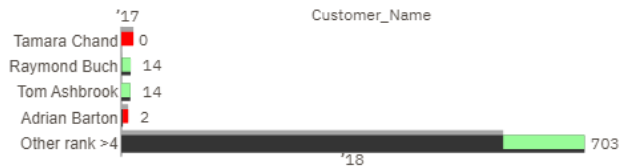
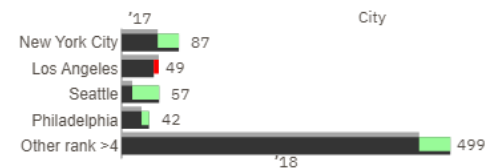
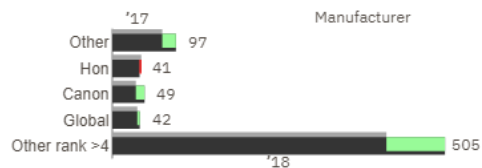
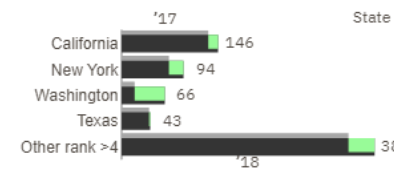
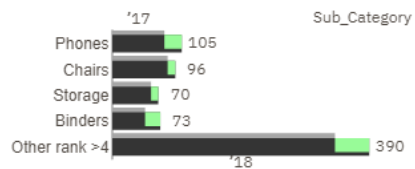
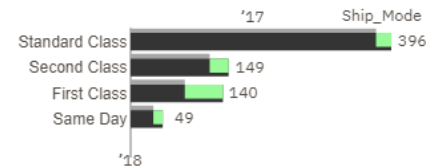
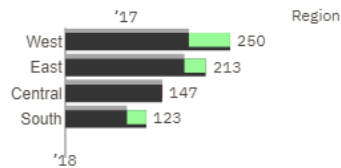
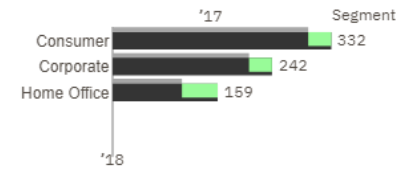
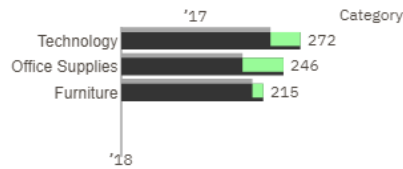


The gross margin percentage decreased slightly from 13.4% in 2017 to 12.7% in 2018. This reduction was primarily due to a decrease of 0.7 percentage points in Furniture, partially offset by an increase of 0.4 percentage points in Technology. Office Supplies also experienced a decrease of 0.3 percentage points.

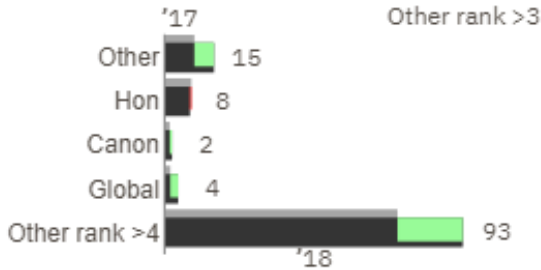
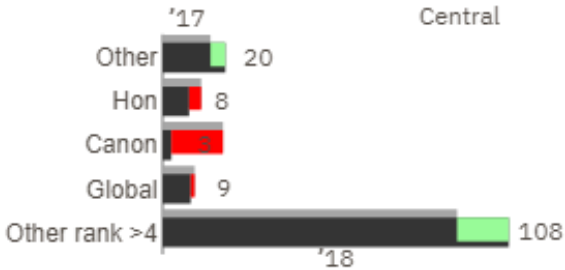
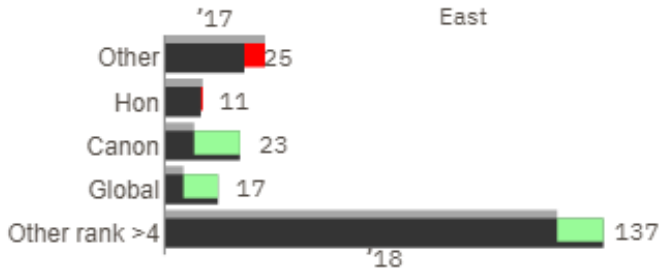
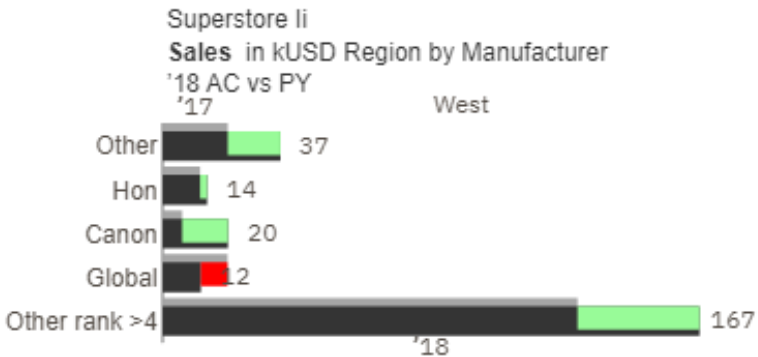


Technology significantly outperformed other categories in 2018 compared to 2017, with a 27% increase in gross margin amounting to approximately \$10.9M. Office Supplies also grew by 13% (\$4.6M), while Furniture declined by 58% (nearly \$4M). Home Office experienced the highest growth at 40% (\$6M), followed by Consumer at 27% (\$9.7M), while Corporate declined by 14% (\$4.2M). The West region showed the most substantial growth at 82% (\$19.7M), and the East grew by 65% (\$13M). However, the Central and South regions experienced declines of 63% and 50%, respectively.

Superstore II
Sales in kUSD by dimension
'18 AC vs PY



Superstore II saw growth in many areas, with notable sales increases for Canon and Global in various regions. The West and regions ranked outside the top 3 showed robust increases across most manufacturers. However, Global sales significantly declined in the West, as did Canon in the Central region, indicating regional challenges or shifts in consumer preferences. The variability in performance across regions and manufacturers underscores the importance of tailored strategies that consider regional preferences and market conditions.



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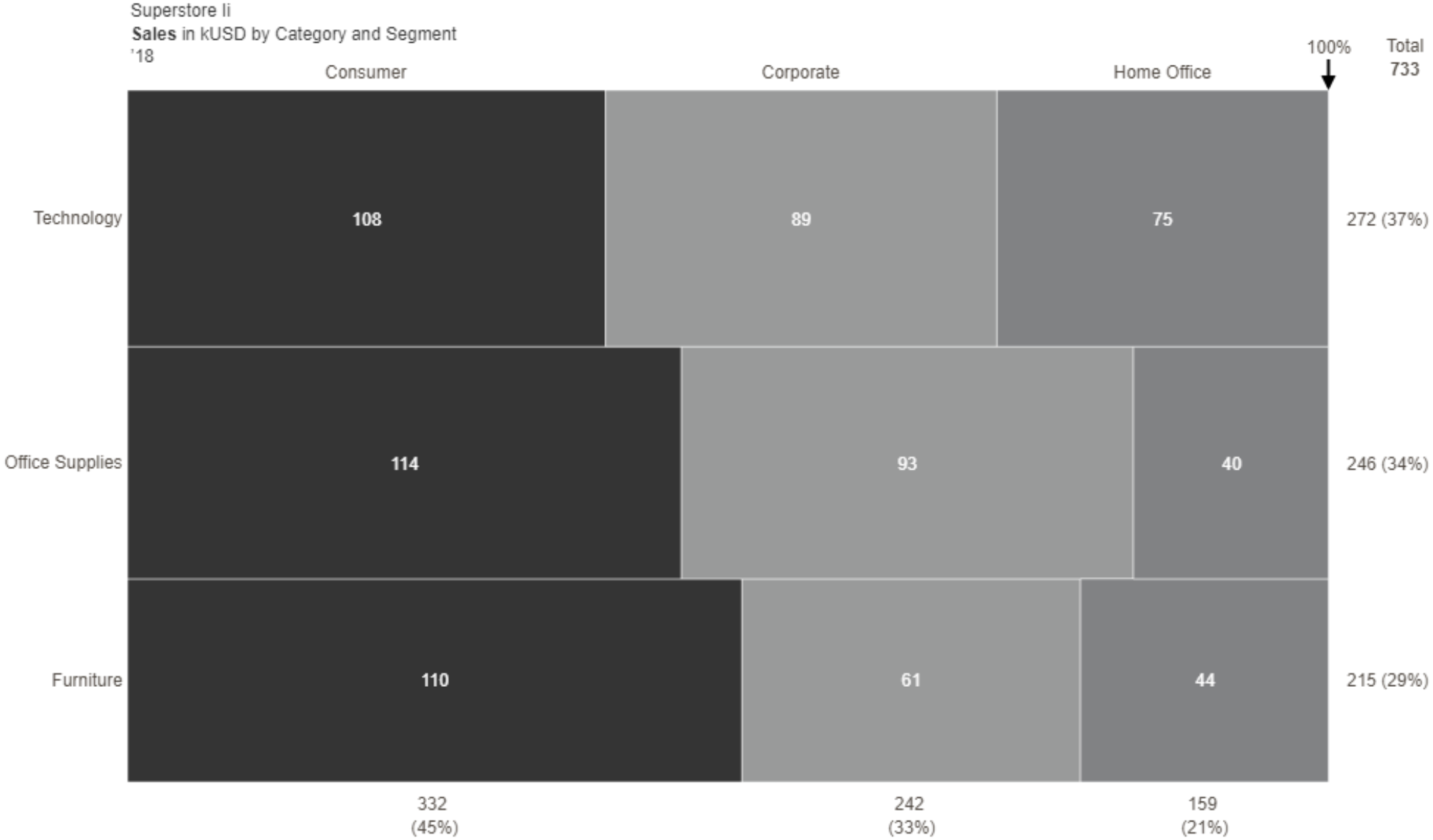
The sales report highlights the strong performance of the Technology category across all regions, driven primarily by consumer demand (p.19, p.20). Office Supplies also show significant sales, particularly in the Consumer segment, suggesting frequent personal use purchases (p.19). The report reveals regional variations in segment contributions, with Home Office contributing more to Technology sales in the East and Central regions, and Corporate segment showing potential for targeted initiatives in the "Other rank >3" region (p.20).

In terms of growth, Office Supplies outperformed other categories in 2018, with a 34.0% increase, while Furniture had the lowest growth at 8.0% (p.21). The Home Office segment exhibited the highest growth rates in Technology and Furniture, indicating a trend towards home office setups (p.22). Office Supplies experienced a strong 71.0% growth in the Corporate segment but declined by 8.0% in the Home Office segment (p.22). Furniture sales showed volatility, with a sharp decline in the Corporate segment but impressive growth in the Home Office segment (p.22).

Office Supplies dominated units sold across all segments in 2018, with 7,676.0k units sold, demonstrating high demand among all customer types (p.23). The Consumer segment emerged as the largest buyer across categories, followed by Corporate and Home Office (p.23, p.24). Standard Class was the most popular shipping mode, suggesting a customer preference for cost savings over delivery speed (p.24).

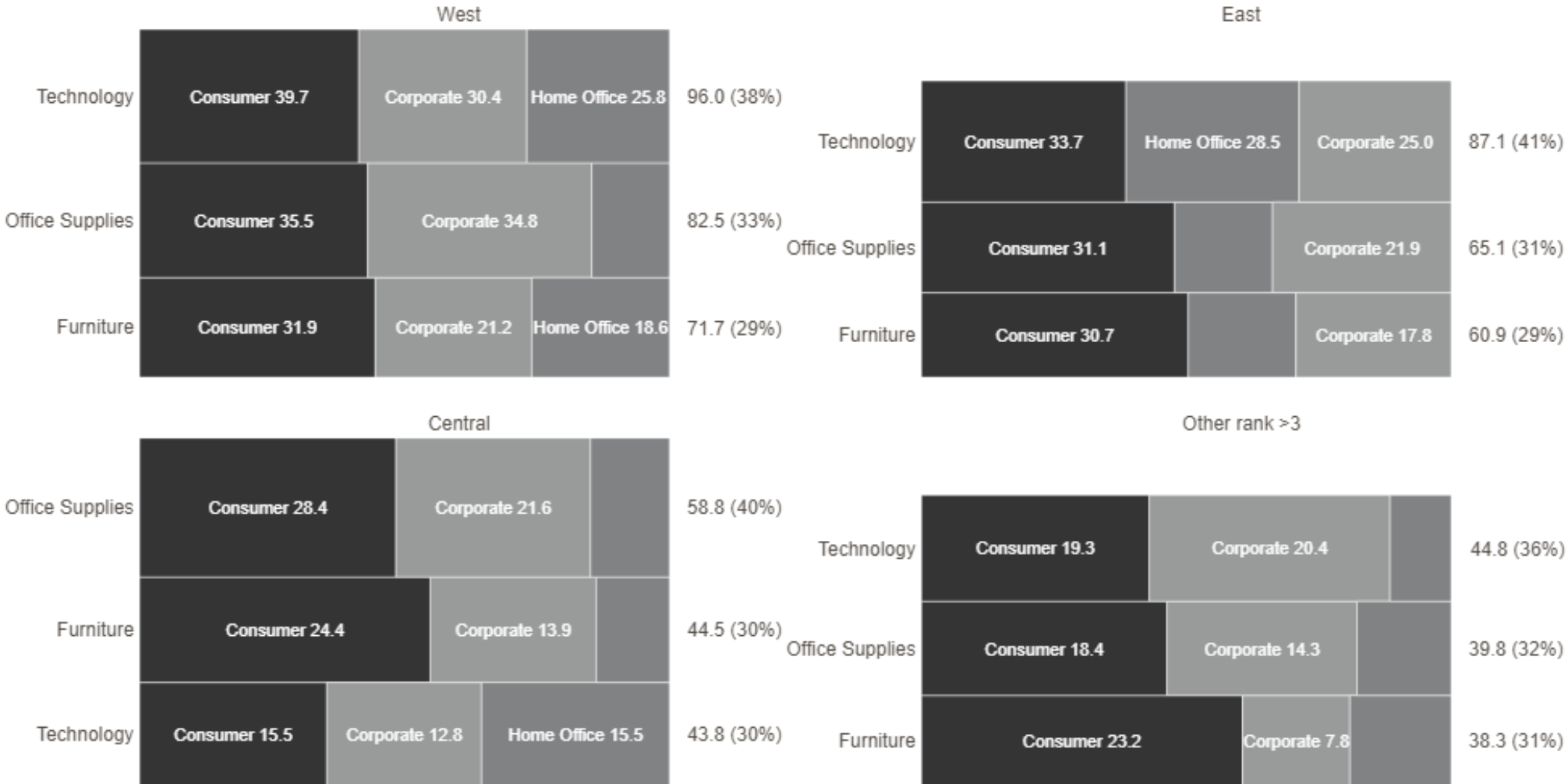
Technology led in terms of Gross Margin percentage relative to sales in 2018, generating more profit per dollar compared to other categories (p.25). Office Supplies in the West region and Technology in the West and East regions had the highest gross margins in both percentage and absolute terms (p.26). However, Furniture had significantly lower gross margins across all regions, with negative margins in the Central and Other rank >3 regions, indicating a potential concern (p.26). Technology gross margin percentages varied widely across regions, suggesting differences in regional performance or competitive landscapes (p.26).

Technology leads sales categories, showing strong demand or successful strategies. Consumers contribute most to sales across all categories, highlighting their importance. Office Supplies have 46% of sales from Consumers, suggesting they're commonly bought for personal use. Furniture also leans towards Consumers at 51%, possibly due to home purchases.



Technology is the top-selling category across all regions, showing strong demand for tech products. The Consumer segment drives most sales, but segment contributions vary by region. Home Office contributes more to Technology sales in the East and Central regions, hinting at regional preferences or work culture differences. The Corporate segment has significant Technology sales in the "Other rank >3" region, suggesting potential for targeted corporate sales initiatives.

Superstore II
Sales in kUSD by Region, Category and Segment
'18



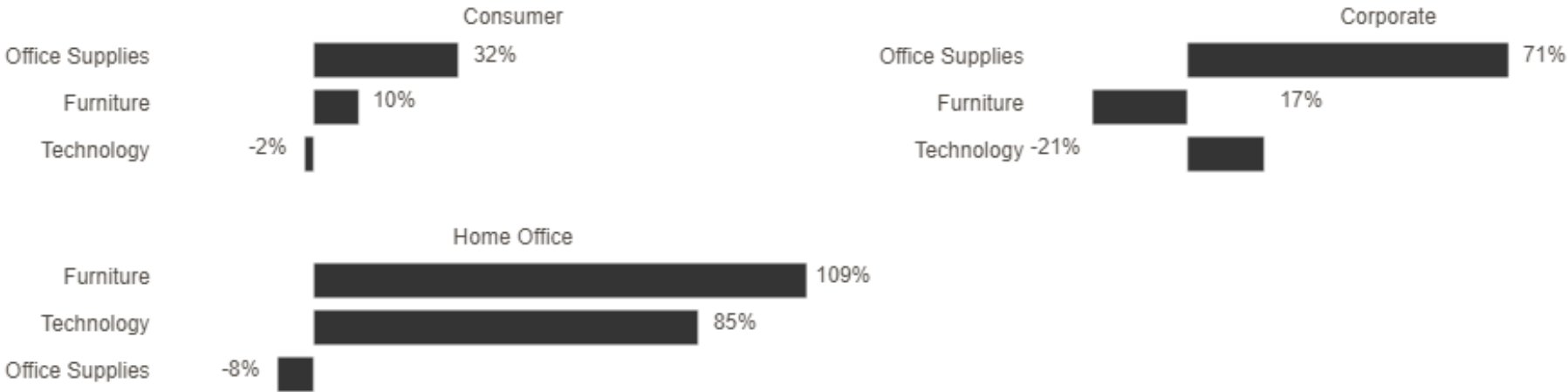
Office Supplies had the highest sales growth at 34.0% in 2018, significantly outperforming other categories. In contrast, Furniture had the lowest at 8.0%, well below the 20.0% average.

Superstore li
Sales Growth Rate in USD by Category
'18



The Home Office segment shows the highest growth rates among the three categories in 2018, with Technology and Furniture experiencing substantial growth of 85.0% and 109.0k%, respectively. This could indicate a growing trend towards home office setups. Office Supplies show a strong 71.0% growth rate in the Corporate segment, the highest across all categories and segments. However, it experiences an 8.0% decline in the Home Office segment. Furniture exhibits the most volatility, with a sharp 21.0% decline in the Corporate segment but an impressive 109.0k% growth in the Home Office segment, suggesting a possible shift in market dynamics or consumer preferences.

Superstore li
Sales Growth Rate in USD by Segment and Category
 '18

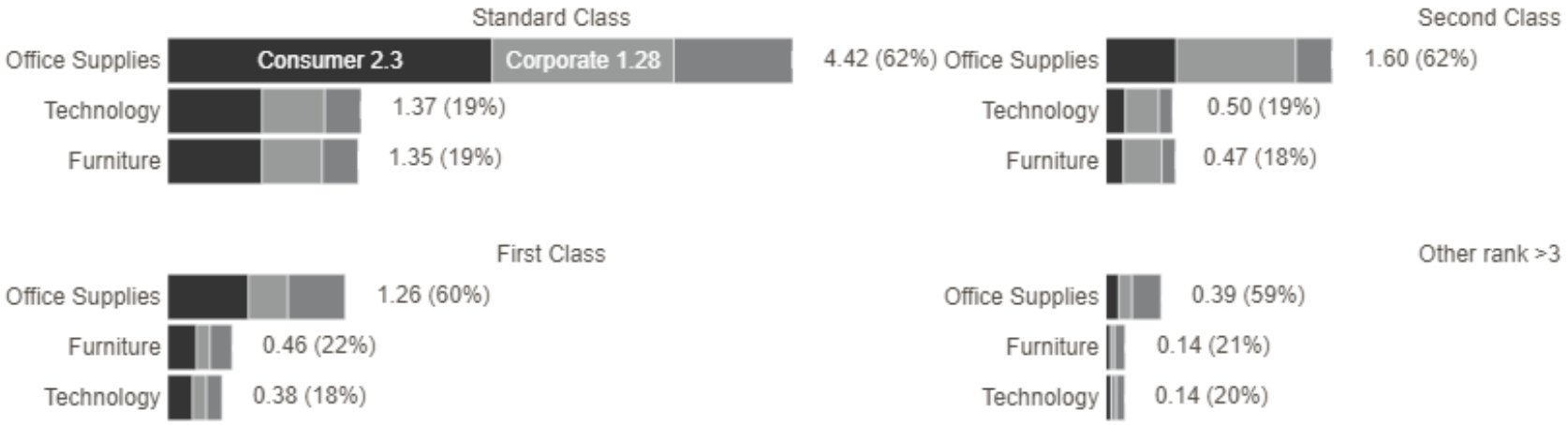


Office Supplies significantly outperforms other categories in units sold across all segments in 2018, with 7,676.0k units sold. It's the most popular category, showing high demand among all customer types. Across categories, the Consumer segment is the largest buyer, meaning individual customers contribute more to the superstore's sales than businesses or home offices.

Superstore li Units in k by Category and Segment '18				Total
	Consumer		Corporate	Home Office
Office Supplies	3.92		2.28	1.47
Furniture	1.22	0.74	0.48	2.44 (20%)
Technology	1.14	0.73	0.49	2.36 (19%)
	6.28 (50%)	3.76 (30%)	2.44 (20%)	

Office Supplies dominate sales across all shipping modes and segments in 2018, with the highest units sold in the Standard Class shipping mode. Standard Class is the most popular shipping mode across all categories and segments. Customers likely prioritize cost savings over speed of delivery. The Consumer segment is the largest market for all categories and shipping modes, followed by Corporate and Home Office, respectively. Individual consumers are the primary drivers of demand at the superstore.

Superstore li
Units in k by Ship_Mode, Category and Segment
'18

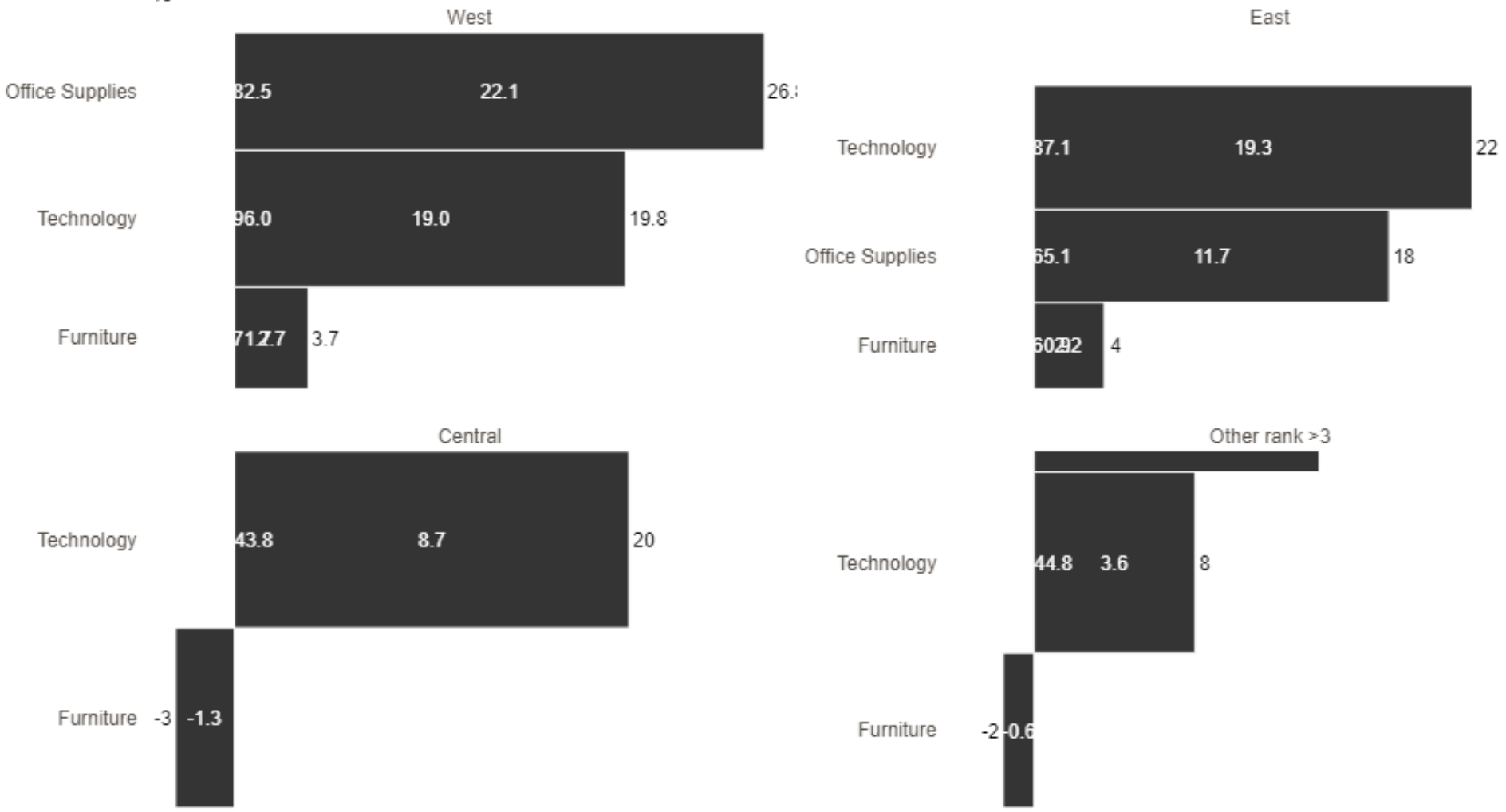


Technology leads with the highest Gross Margin % relative to its sales in 2018, followed by Office Supplies, and then Furniture, which has a significantly lower percentage. For every dollar of sales, Technology generates more profit compared to the other categories. Despite the close sales figures between Technology and Office Supplies, Technology's Gross Margin is significantly higher. Furniture contributes the least to the Gross Margin, a direct consequence of its very low Gross Margin % in Sales.



Office Supplies in the West region and Technology in the West and East regions had the highest gross margins in both percentage and kUSD terms in 2018, showing strong performance. However, Furniture had significantly lower gross margins across all regions, with negative margins in the Central and Other rank >3 regions, indicating a potential concern. Technology gross margin percentages varied widely across regions, from 22.1% in the East to 8.1% in Other rank >3 regions, suggesting differences in regional performance or competitive landscapes.

Superstore li
 '18
 Bar length: Gross Margin in % of Sales by Region and Category. Bar width: Sales in kUSD. Bar area: Gross Margin in kUSD



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Superstore's 2018 sales data reveals a diverse product portfolio, with Copiers contributing significantly to profitability despite low volume, while Paper and Binders drive profits through high volume (p.29). Technology products have varying consumer preferences and market dynamics, with Copiers having high margins despite low sales, Phones leading in sales but with lower margins, and Office Supplies like Binders and Paper showing different volume-margin relationships (p.30).

The West region leads in gross margin contribution despite having fewer states and a lower percentage of states contributing compared to the East and Central regions, suggesting a focus on high-margin sales. The Central region, however, shows high state contribution but low gross margin percentage, indicating potential inefficiencies or lower-margin sales (p.31).

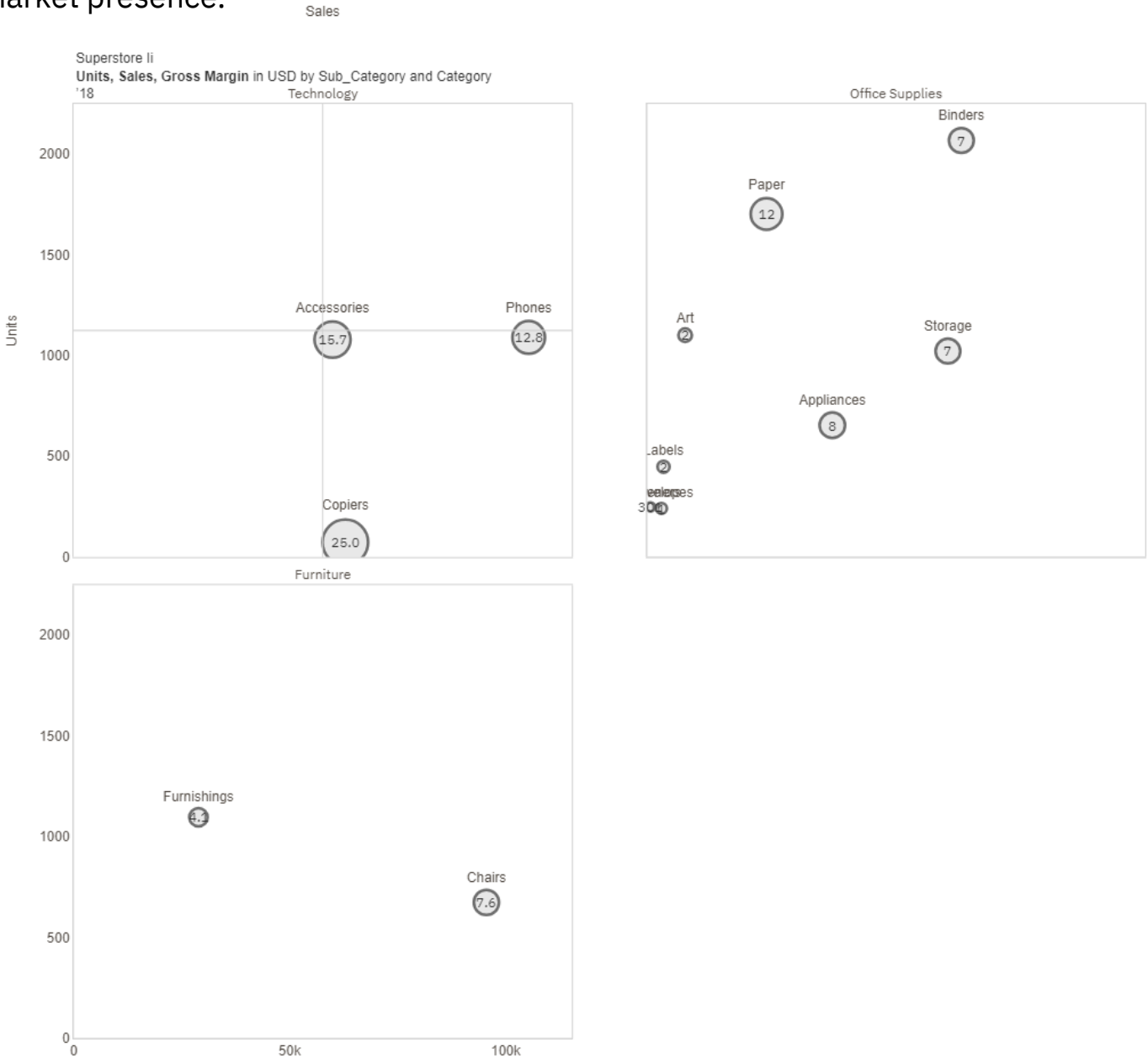
Technology is the most profitable category, with the highest margins despite selling the least units. Office Supplies sells the most units but has lower margins, while Furniture has decent sales but the lowest profitability (p.32). A small number of manufacturers (the 'A' class) account for a significant portion of total sales and units, suggesting they sell higher-value items or have higher unit prices compared to other classes (p.33).

The 'Other rank >5' subcategory, covering various unlisted subcategories, is the most common across states in Superstore's subcategory overlap. Storage and Binders are more universally required, while Copiers have a relatively limited presence. Phones and Binders are widely distributed, frequently overlapping with other subcategories. The most significant relationships involve the 'Other rank >5', 'Binders', and 'Phones' subcategories, suggesting their central role in Superstore's operations across multiple states (p.34).

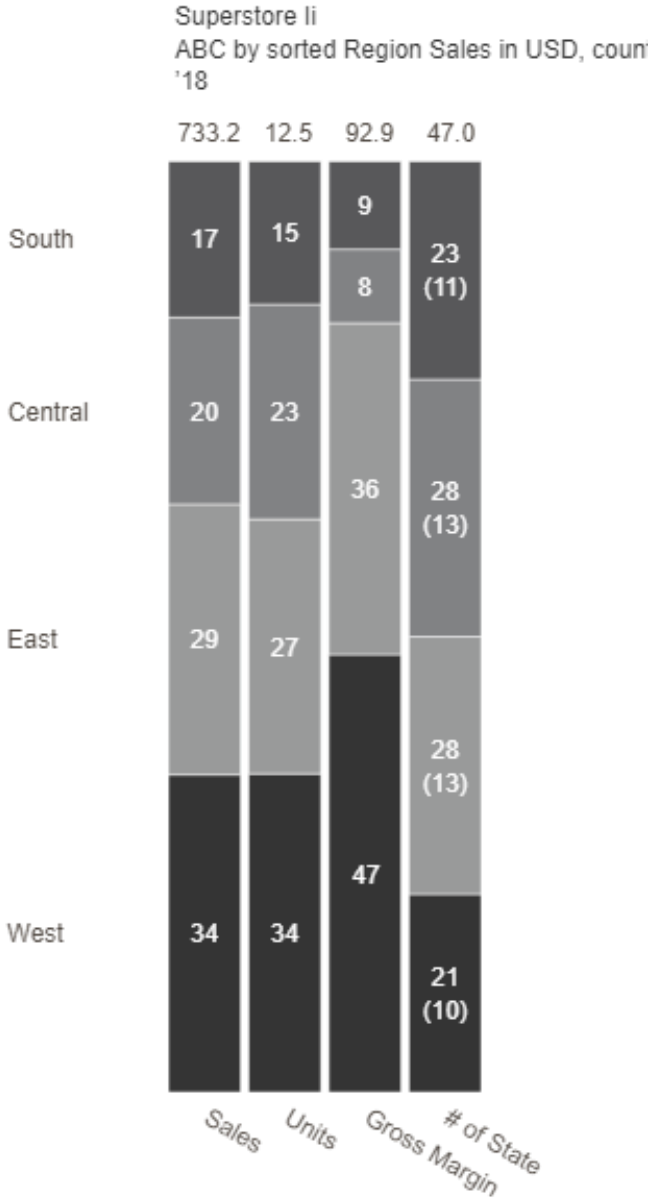
Superstore's 2018 sales data shows a diverse product portfolio. Copiers are a high-value, low-volume category, contributing significantly to profitability. Paper and Binders drive profitability through high volume, despite lower individual margins.



Technology products have diverse consumer preferences and market dynamics. Copiers have a high gross margin despite low unit sales, while Phones lead in sales but have a lower margin. Office Supplies like Binders are high-volume, low-margin products, while Paper is lower-volume but higher-margin. Chairs in the Furniture category are both popular and profitable, indicating a strong market presence.

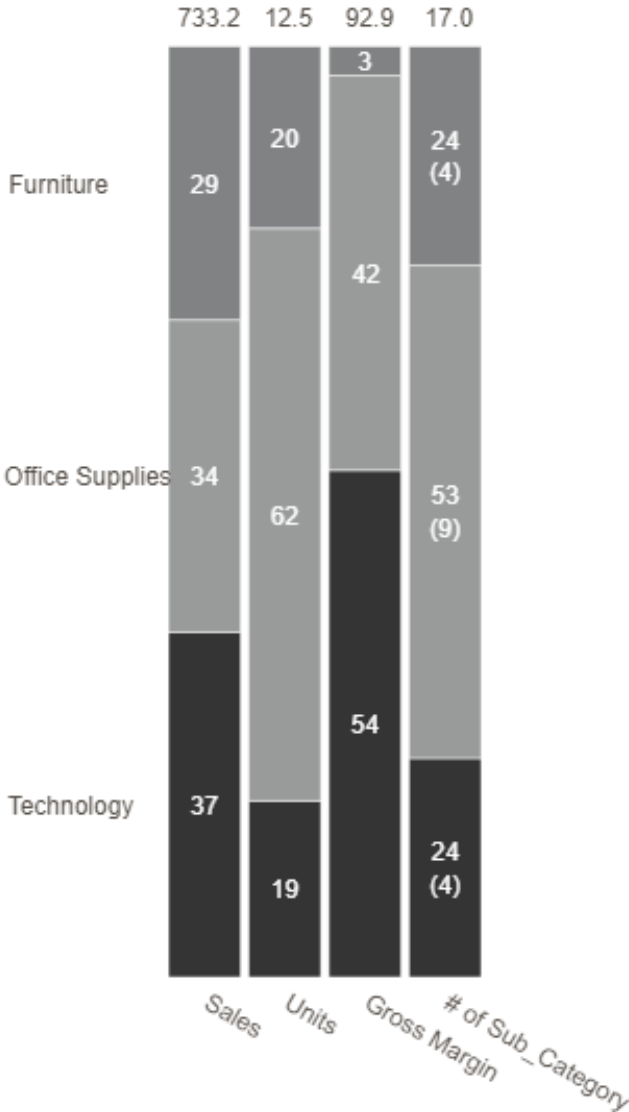


The West region leads in gross margin contribution despite having fewer states and a lower percentage of states contributing compared to the East and Central regions, suggesting a focus on high-margin sales. In contrast, the Central region shows high state contribution but low gross margin percentage, indicating potential inefficiencies or lower-margin sales that need further investigation.

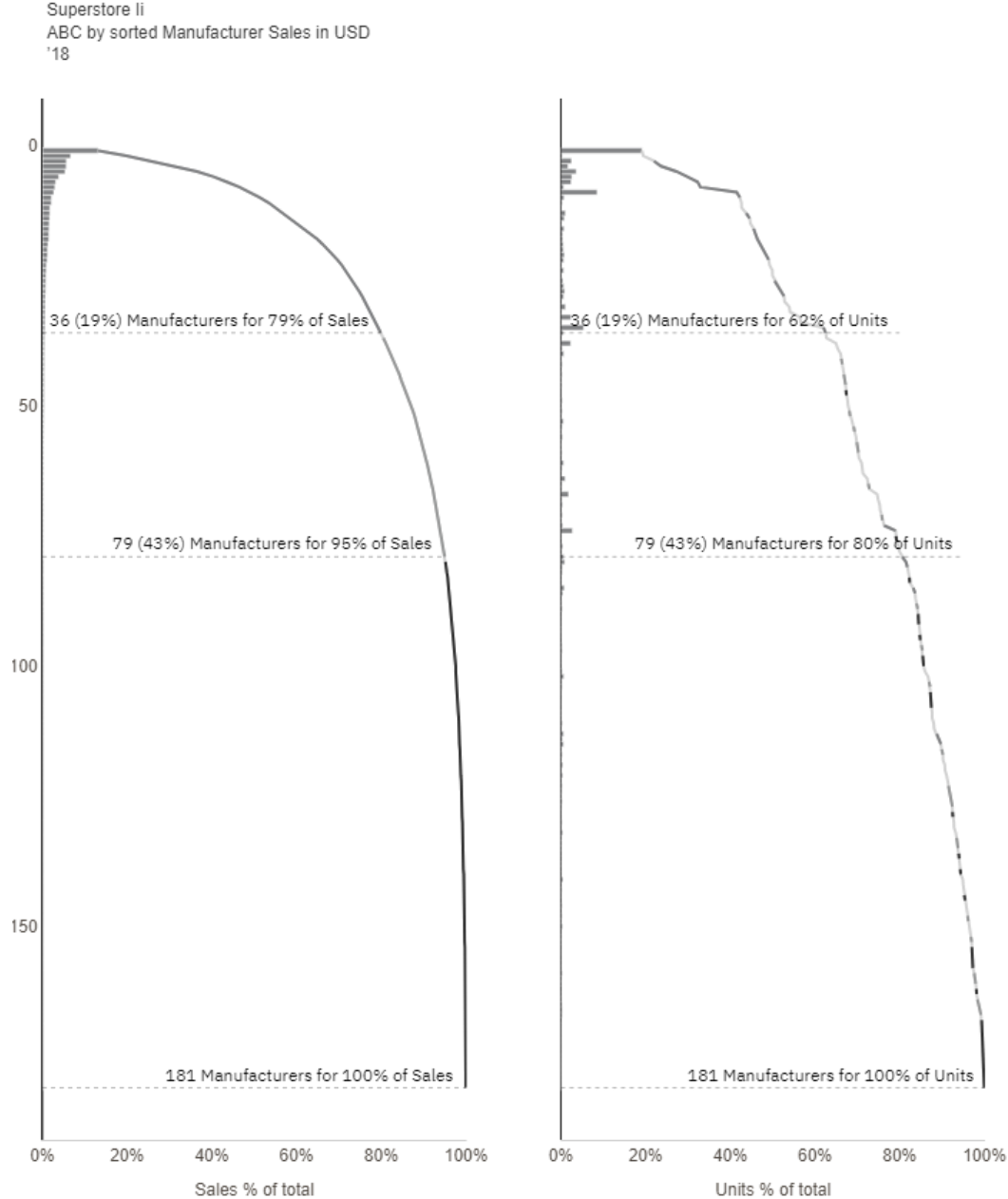


Technology is the most profitable category, with the highest margins despite selling the least units. Office Supplies sells the most units but has lower margins, suggesting a high-volume, low-margin model. Furniture has decent sales but the lowest profitability.

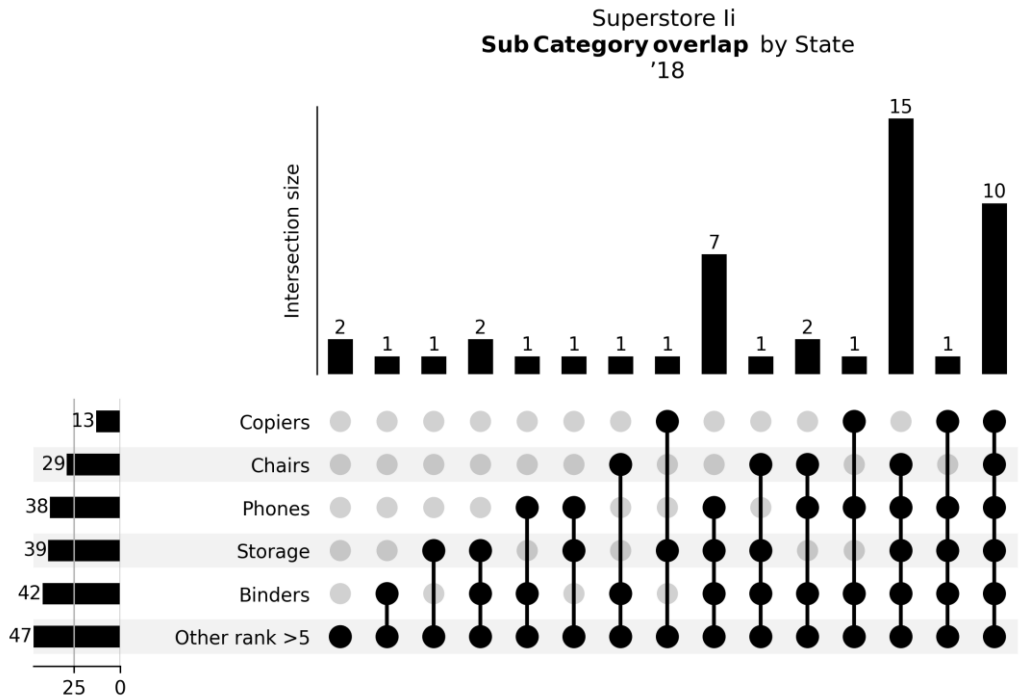
Superstore li
 ABC by sorted Category Sales in USD, count by Sub_Catego
 '18



A small number of manufacturers (the 'A' class) account for 79% of total sales but only 62% of total units, suggesting they sell higher-value items or have higher unit prices compared to the other classes.



The 'Other rank >5' subcategory, which covers various unlisted subcategories, is the most common across states in Superstore's subcategory overlap. Storage and Binders are more universally required, while Copiers have a relatively limited presence. Phones and Binders are widely distributed, frequently overlapping with other subcategories. The most significant relationships involve the 'Other rank >5', 'Binders', and 'Phones' subcategories, suggesting their central role in Superstore's operations across multiple states.



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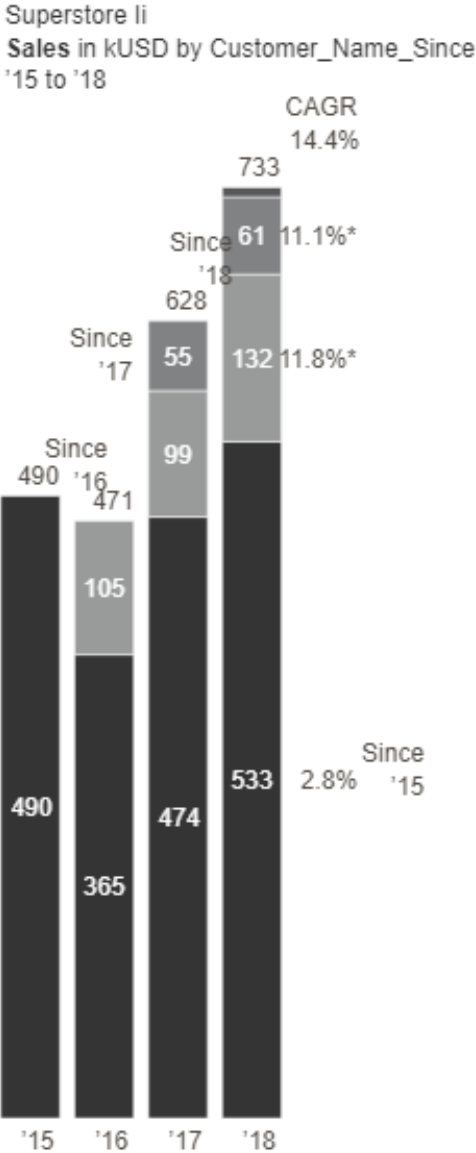
The company has experienced strong sales growth from 2015 to 2018, with a 14.4% CAGR driven by acquiring new customers and retaining existing ones (p.37). The 2016 and 2017 customer groups showed robust growth at 11.8% and 11.1%, respectively, while the 2015 group contributed the most sales volume each year, highlighting the importance of long-term customer retention (p.37).

Customer retention is vital, with active customers' sales CAGR at 20.4%, outperforming lost customer cohorts (p.38). The impact of lost customers varies, with more recent losses affecting sales growth more significantly (p.38). The company has seen robust sales growth across different regions, with an overall CAGR of 14.8% (p.39). The West and East regions have been the top performers, with the West exhibiting the highest growth rate at 19.1% CAGR and the East consistently maintaining the second-highest sales (p.39).

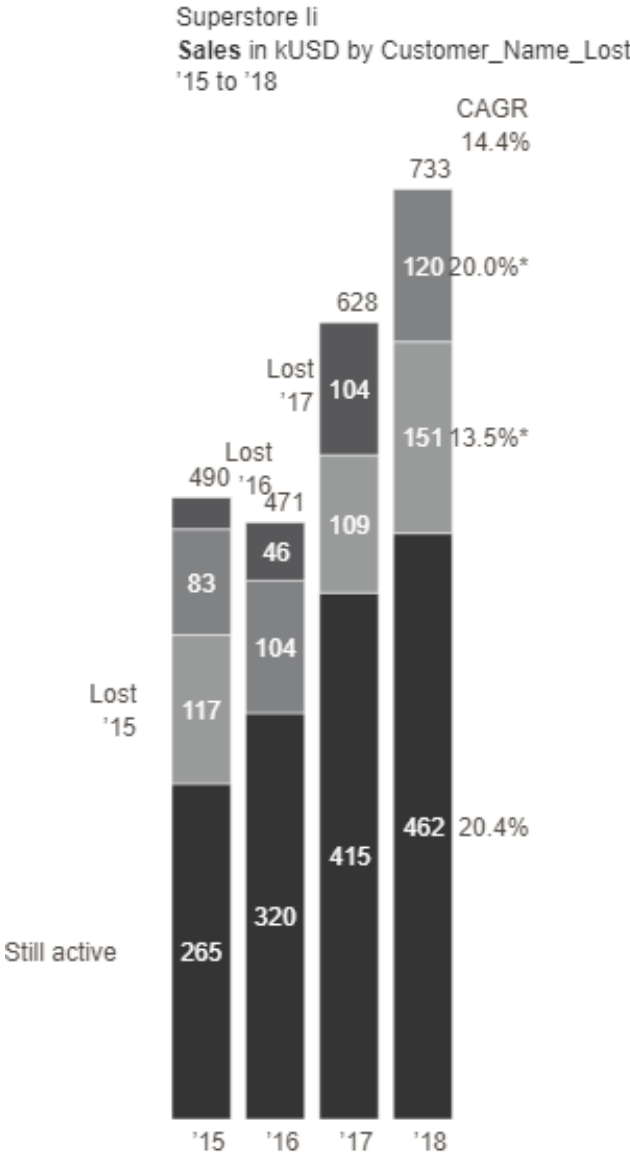
Sales grew 20% in 2018 compared to 2017, with spikes in January (137%), August (103%), and November (49%) (p.40). However, there were declines in February, April, May, and December, suggesting seasonal trends (p.40). The 'Technology' and 'Other rank >1' categories grew substantially in 2018, by 20% and 21%, respectively (p.41). 'Technology' sales almost doubled in November (84% growth), while 'Other rank >1' saw remarkable increases in August (112%) and October (60%) (p.41).

The month-by-month breakdown provides insights for strategic planning, such as capitalizing on high-demand periods or mitigating downturns (p.41). The company's success relies on a combination of acquiring new customers, retaining existing ones, and adapting to regional and seasonal trends to maintain strong sales growth.

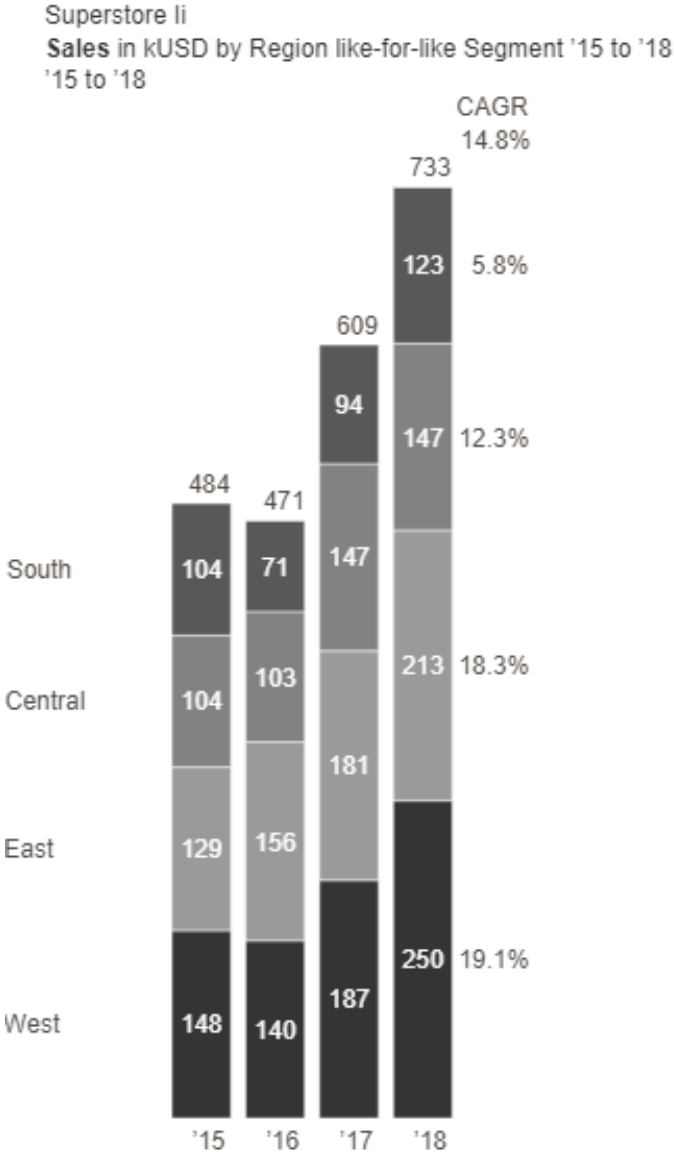
The business has seen healthy sales growth from 2015 to 2018, with a 14.4% CAGR overall. This was driven by acquiring new customers and keeping existing ones. The 2016 and 2017 customer groups grew robustly at 11.8% and 11.1% respectively, adding a lot to total sales growth. But the 2015 group, despite a lower 2.8% growth rate, brings in the most sales volume each year, showing how vital it is to retain long-term customers.



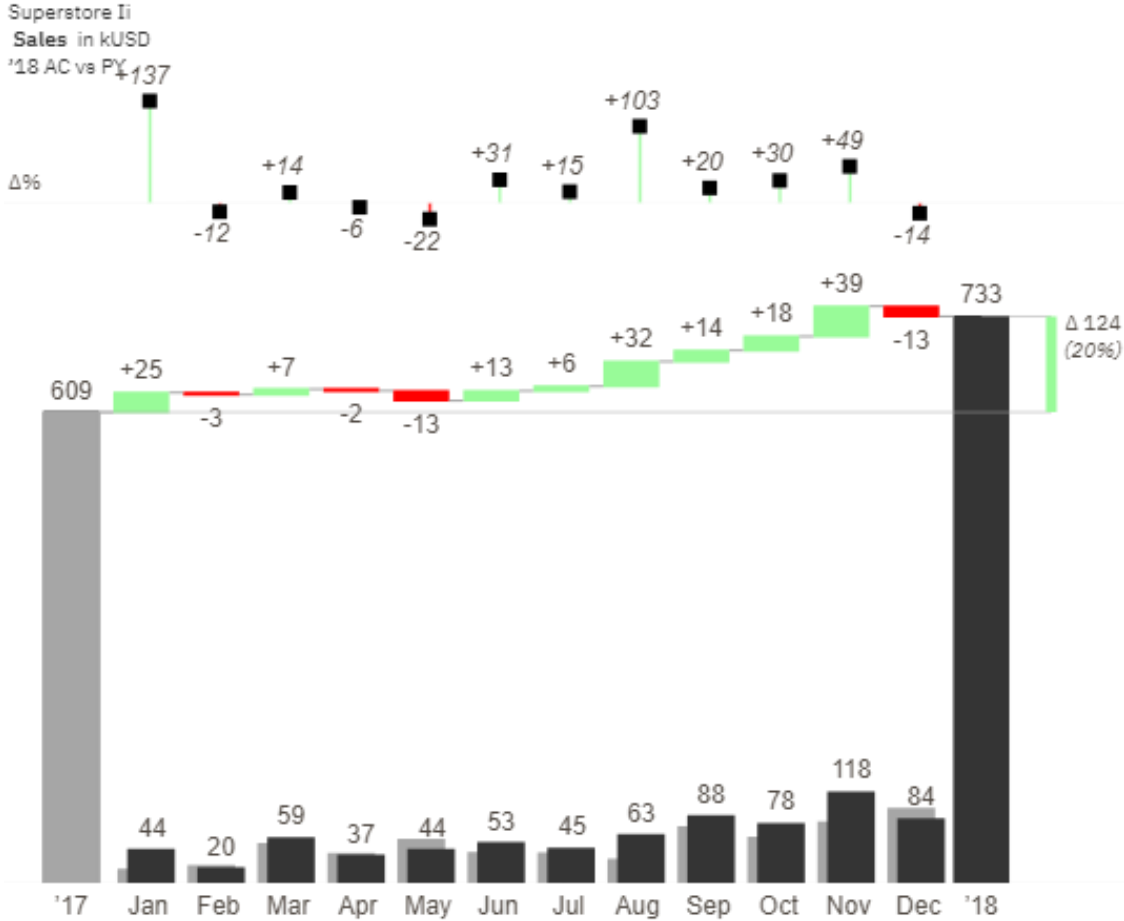
Customer retention is crucial, with active customers' sales CAGR at 20.4%, higher than any lost customer cohort. The impact of lost customers varies, with those lost in 2016 having a 20.0% CAGR, compared to 13.5% for those lost in 2015, suggesting more recent losses affect sales growth more significantly.



The business has seen robust growth in sales across different regions from 2015 to 2018, with an overall CAGR of 14.8%. The West and East regions have been the top performers, with the West exhibiting the highest growth rate at 19.1% CAGR and the East following closely at 18.3% CAGR. The West peaked at \$250.1 million in 2018, while the East consistently maintained the second-highest sales. The Central region showed moderate growth at 12.3% CAGR. The South region lagged behind with a 5.8% CAGR and the lowest sales figures across all years.

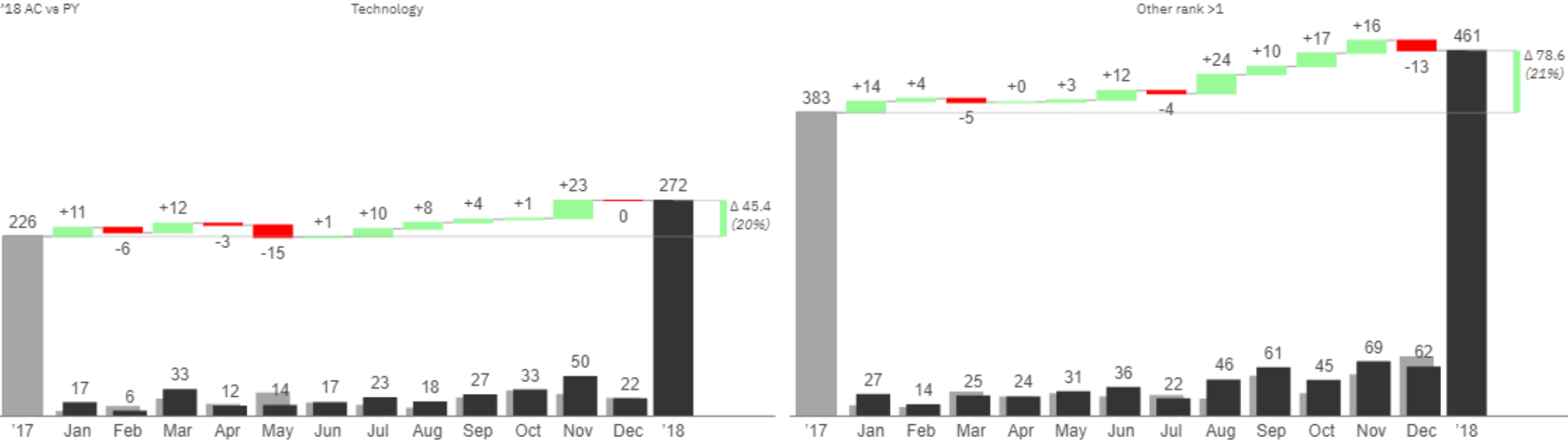


Sales grew 20% in 2018 vs 2017, with spikes in January (137%), August (103%), and November (49%). However, there were declines in February, April, May, and December. The data points to seasonal trends, with notable growth in the latter half of the year before the holidays in November, followed by a December decline.



The 'Technology' and 'Other rank >1' categories grew substantially in 2018, by 20% and 21% respectively. 'Technology' sales almost doubled in November (84% growth), while 'Other rank >1' saw remarkable increases in August (112%) and October (60%). Both categories had declines in certain months, indicating potential challenges or seasonal downturns. The month-by-month breakdown provides insights for strategic planning, like capitalizing on high-demand periods or mitigating downturns.

Superstore II
Sales in kUSD by Category
'18 AC vs PY



Executive summary

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At a glance

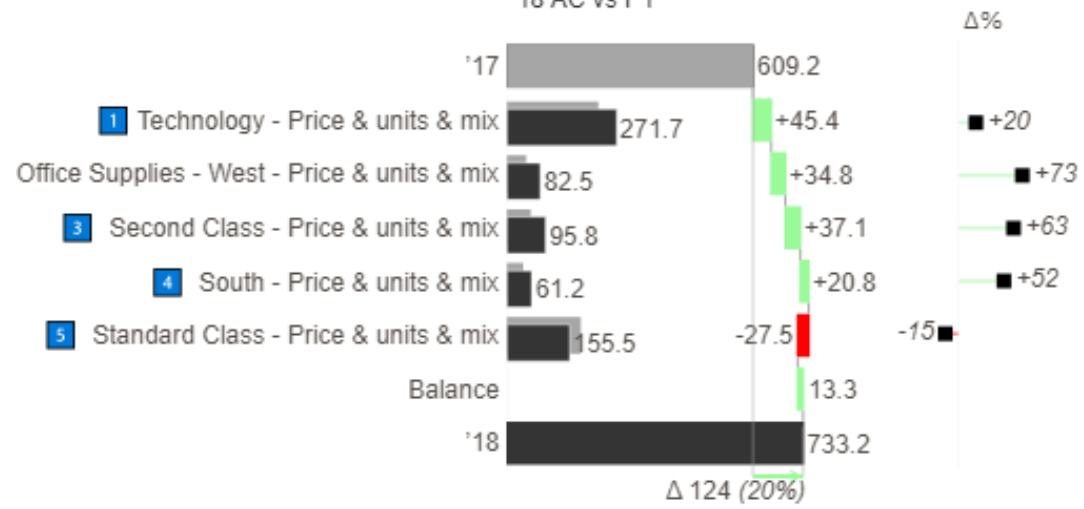
Sales breakdown

Data insights

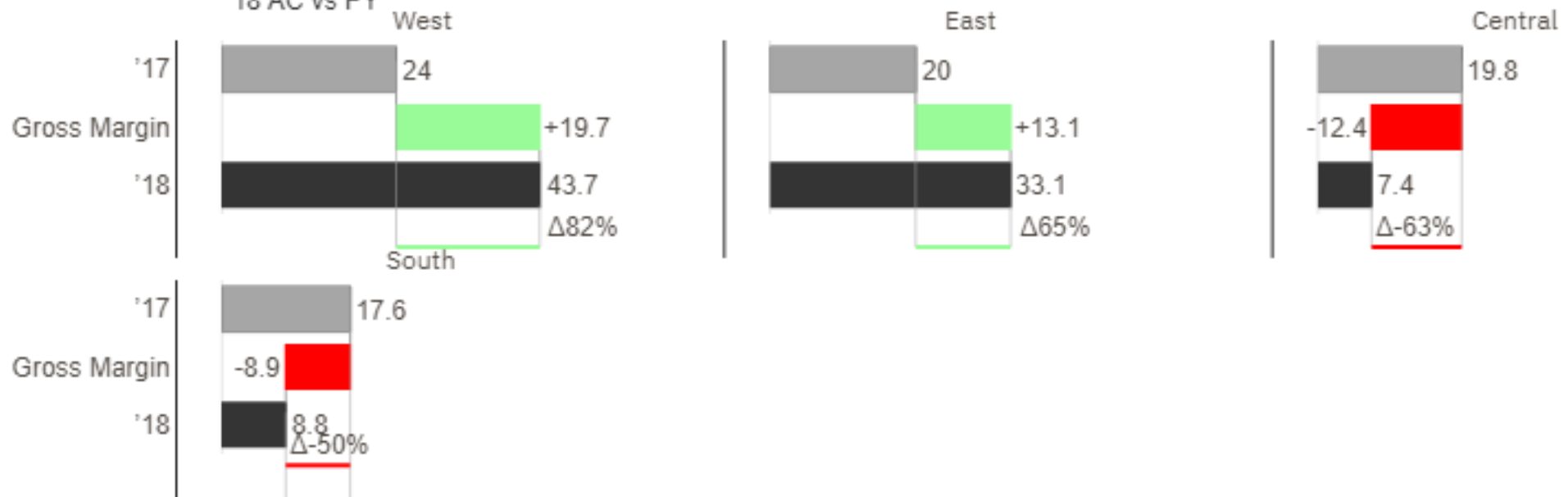
Trends

Backup

Superstore li
 Price & Units & Mix in kUSD
 '18 AC vs PY



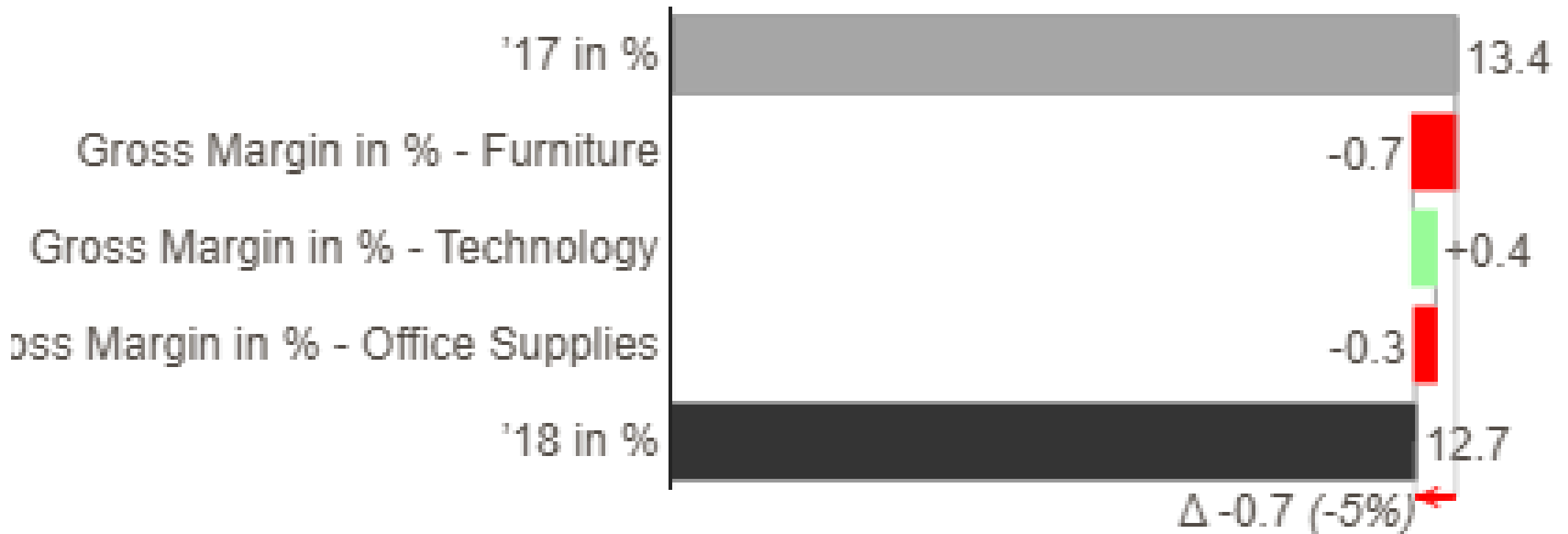
Superstore li
Gross Margin in kUSD by Region
 '18 AC vs PY



Superstore li

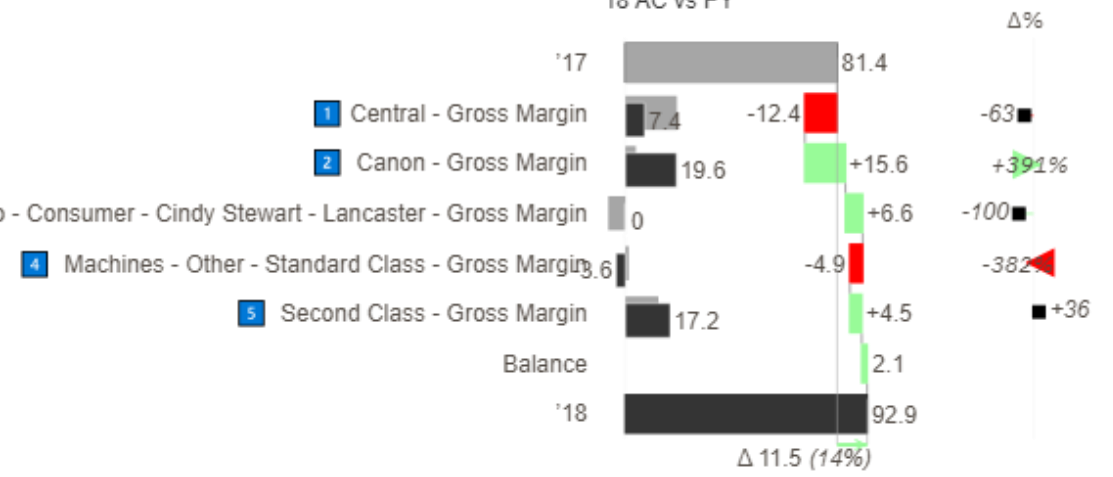
Gross Margin in % in USD by Category

'18 AC vs FY

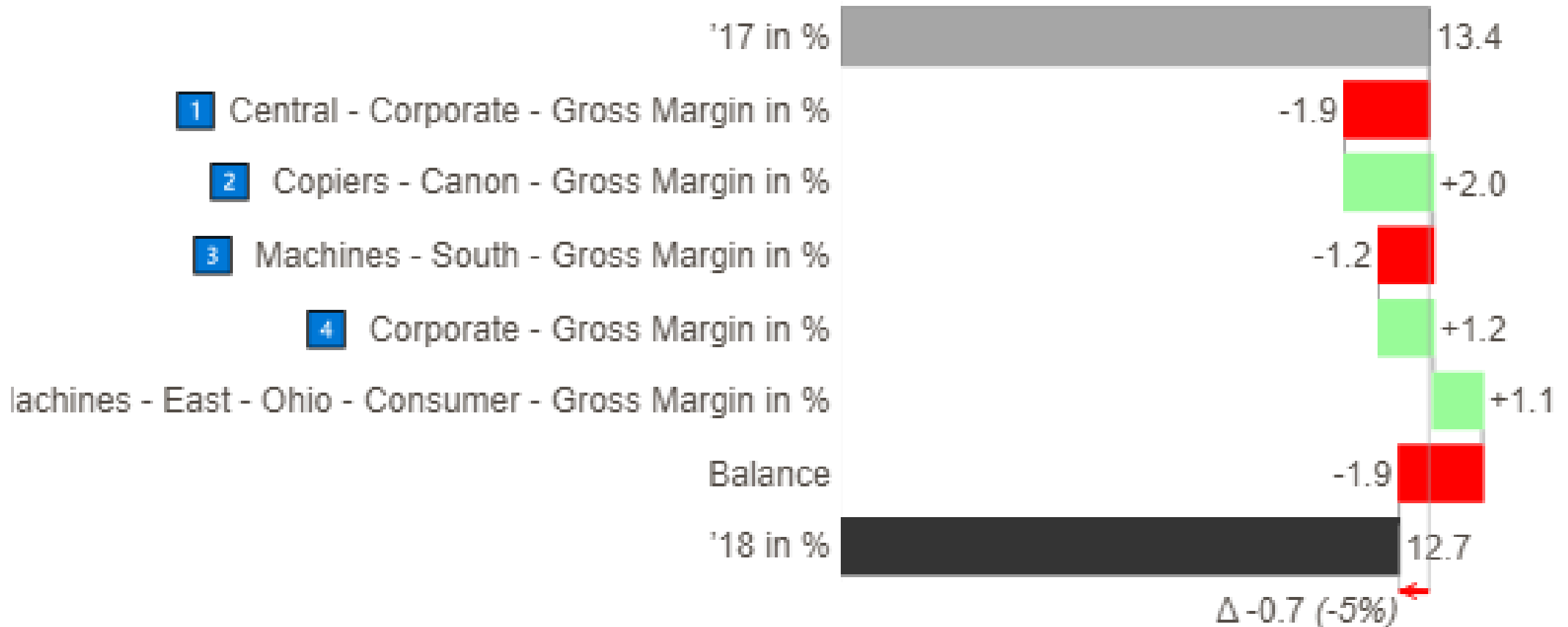


Cubify Cubex 3d Printer Double Head Print - Cubify - Standard Class - Ca-2017-108196 - East - Ohio - Consumer - Cindy Stewart - Lancaster - Gross Margin

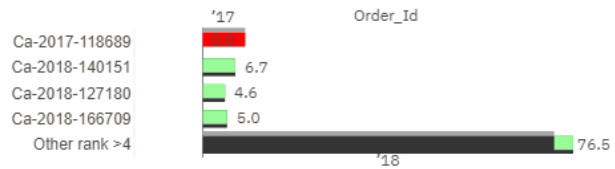
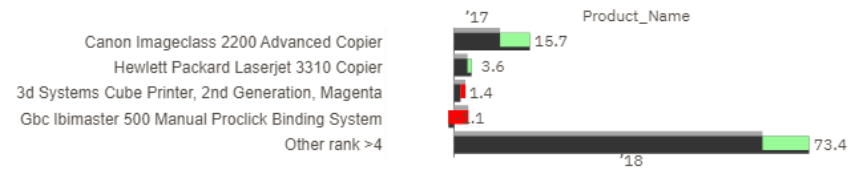
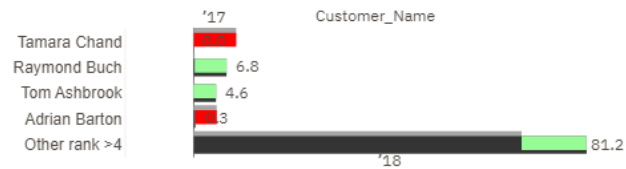
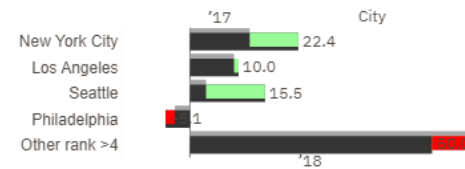
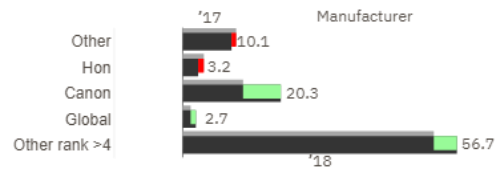
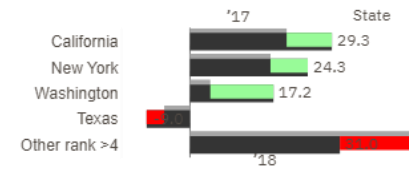
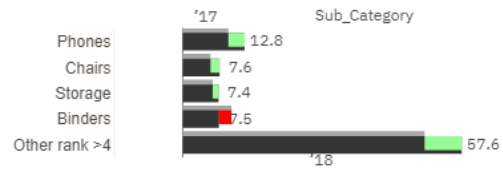
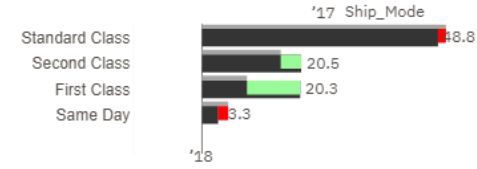
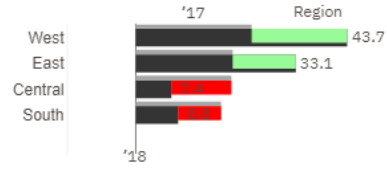
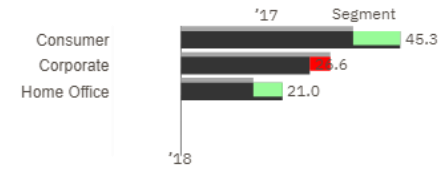
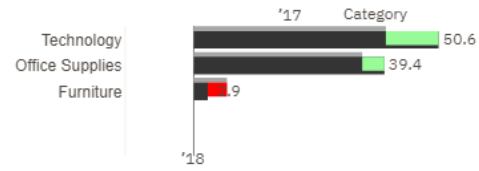
Superstore li
Gross Margin in kUSD
 '18 AC vs PY



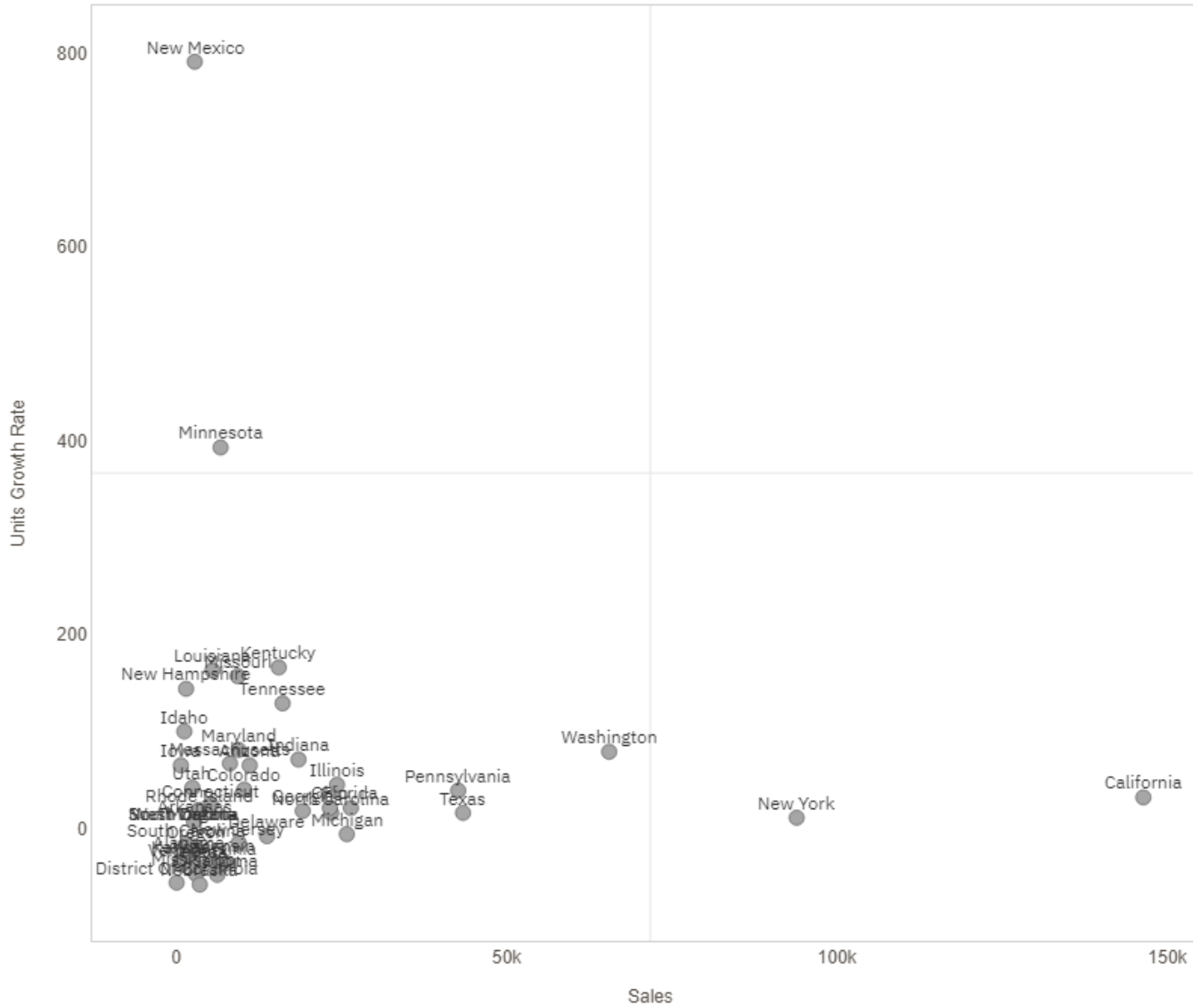
Superstore li
 Gross Margin in % in USD
 '18 AC vs PY



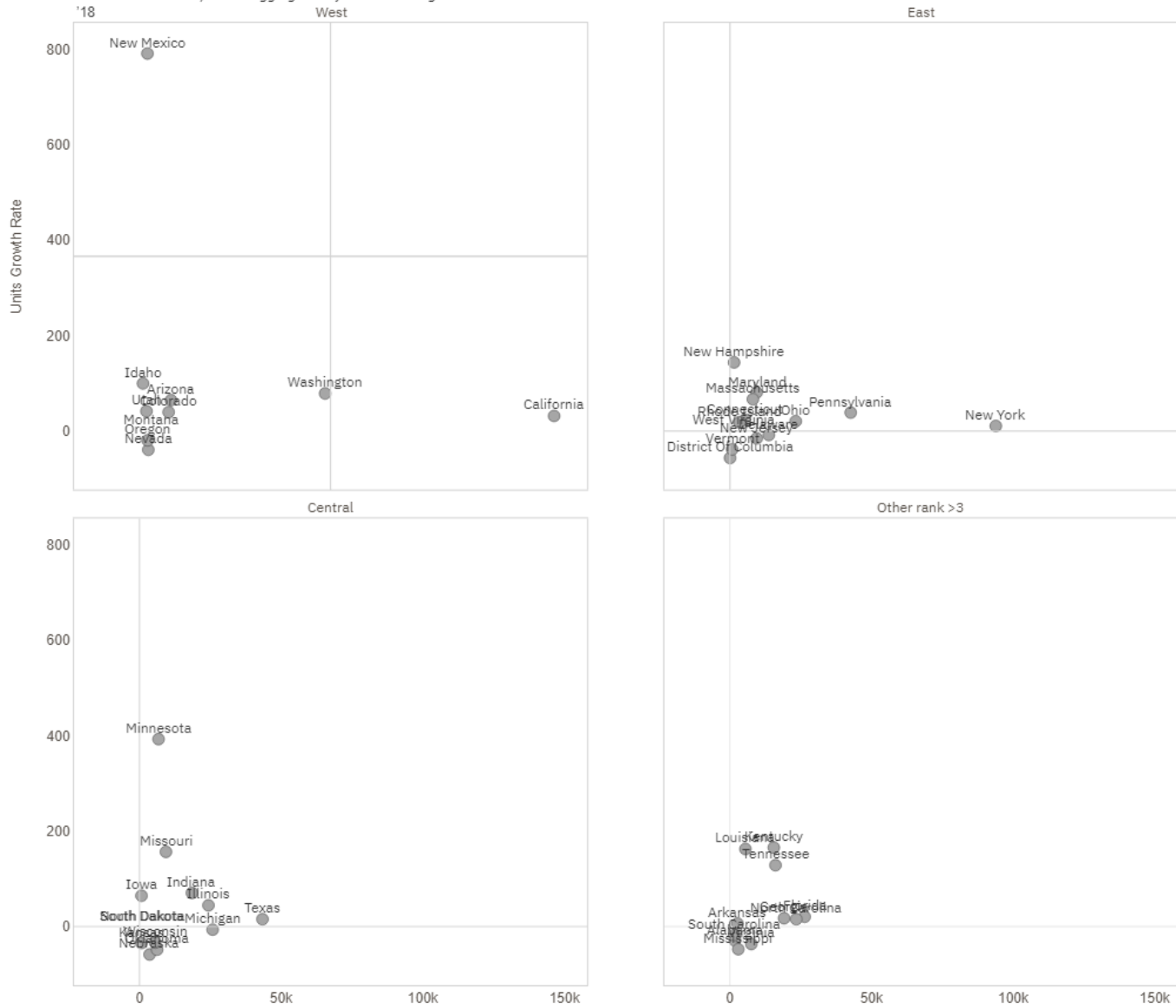
Superstore II
 Gross Margin in kUSD by dimension
 '18 AC vs PY



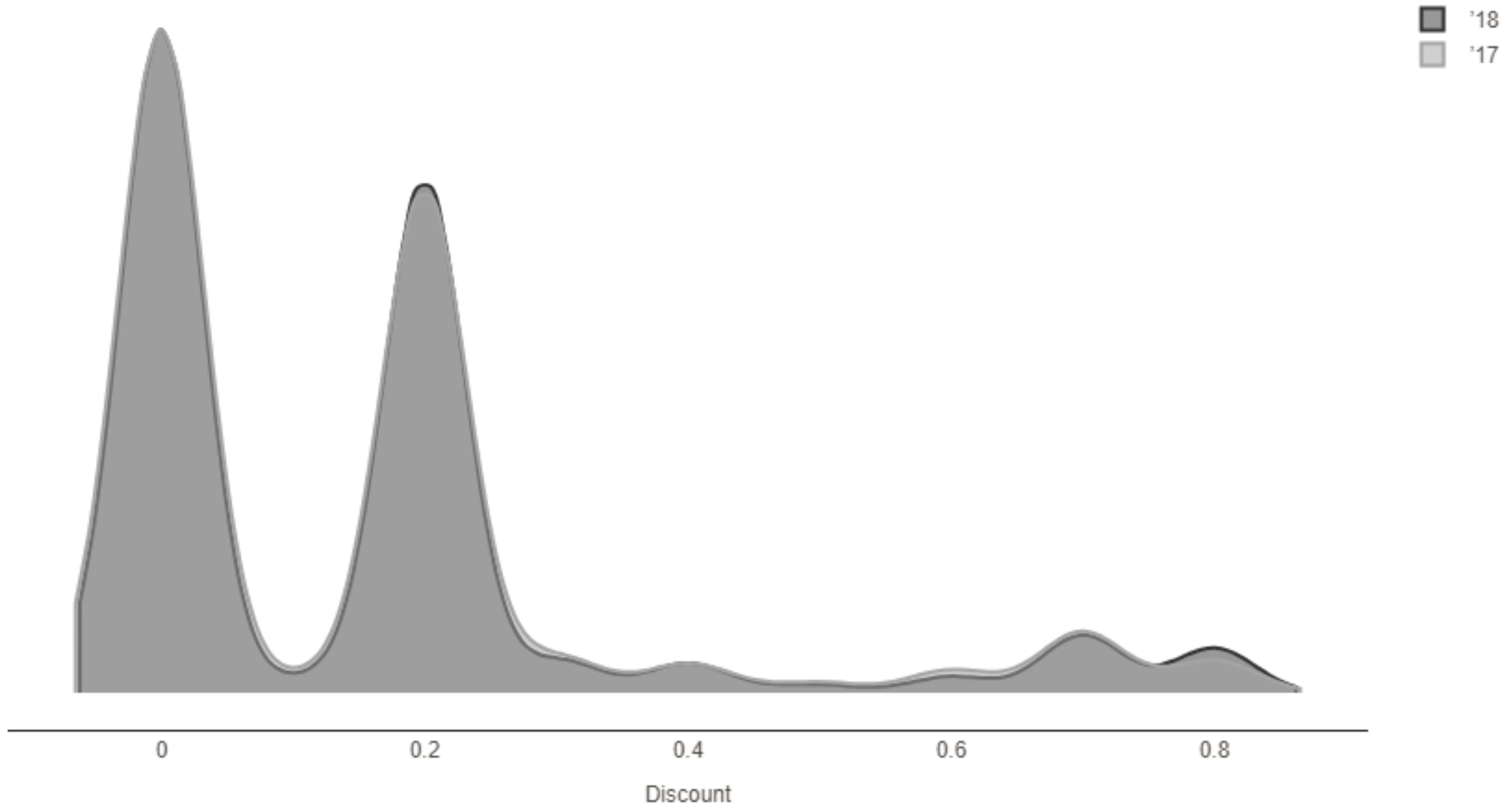
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 Units Growth Rate, Sales aggregated by State
 '18



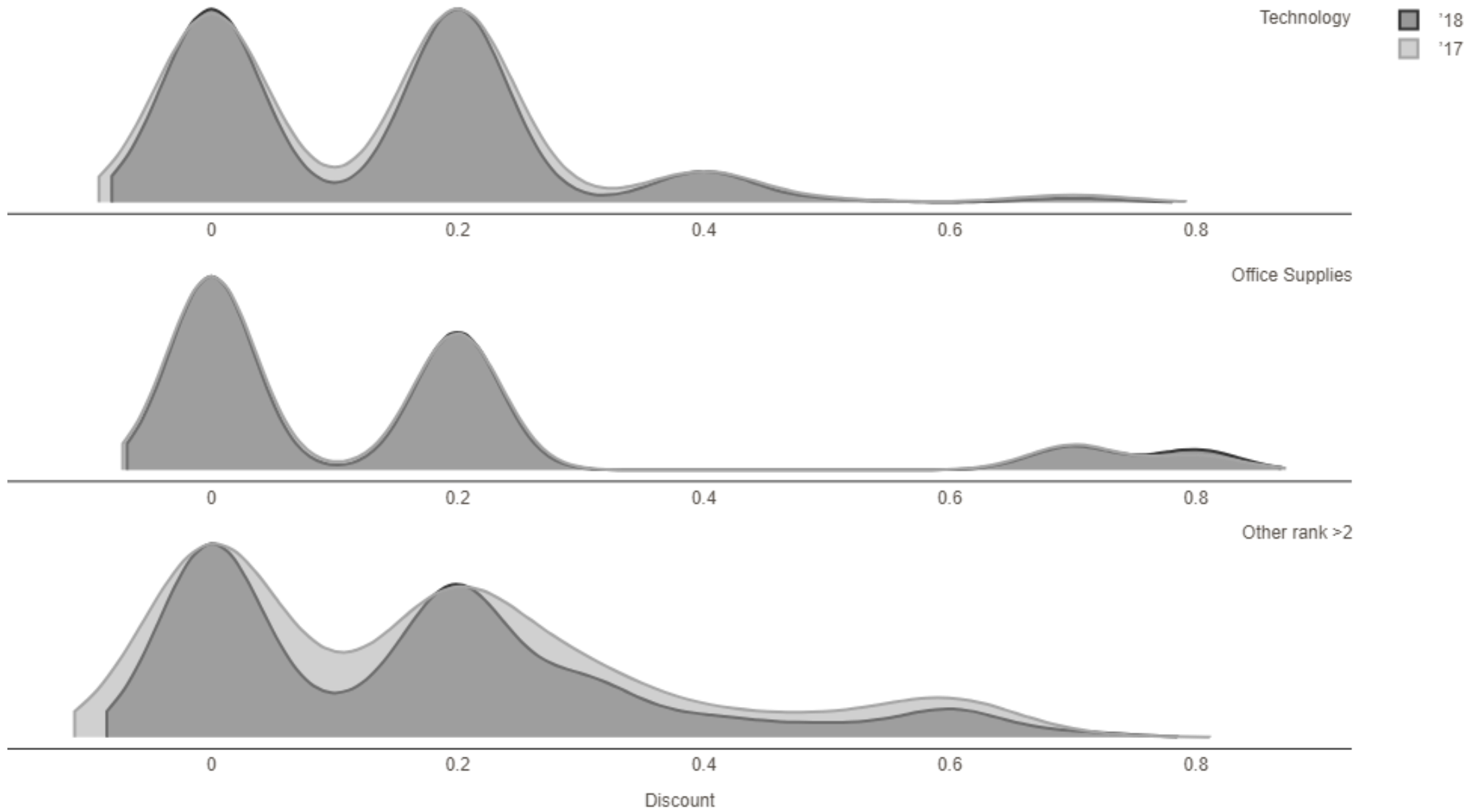
Superstore li
Units Growth Rate, Sales aggregated by State and Region
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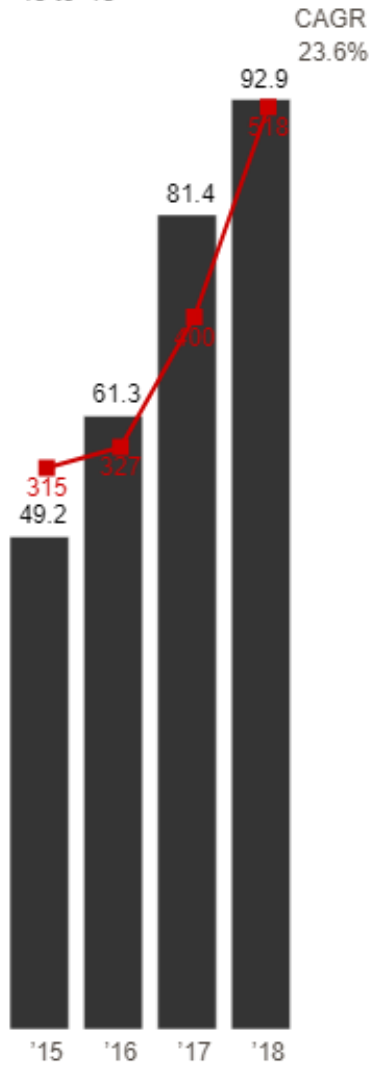
Superstore li
Discount in USD, by observation
'17 vs '18



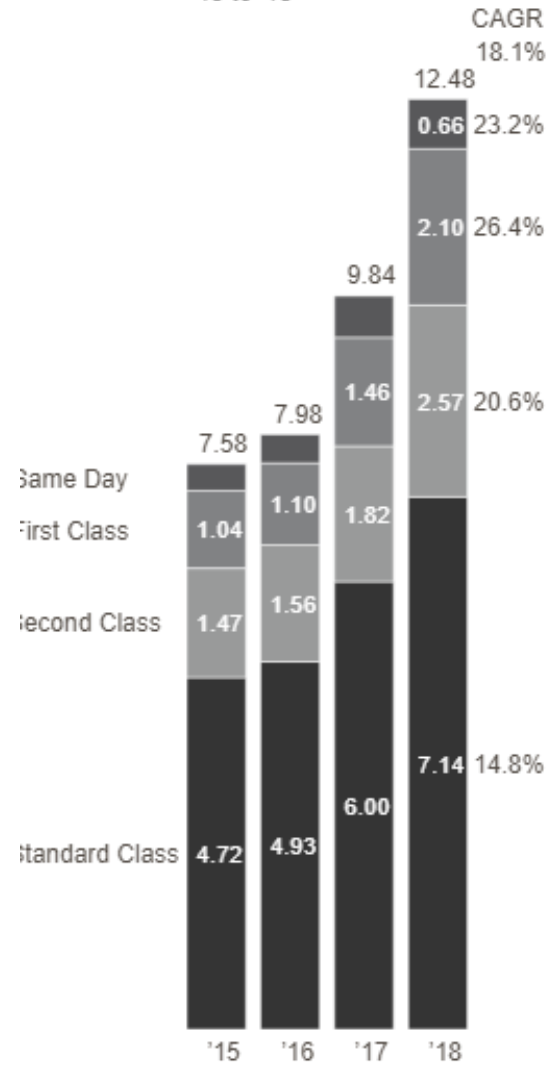
Superstore li
Discount in USD, by observation by Category
'17 vs '18



Superstore li
Bars: Gross Margin in kUSD. Line: Discount i
'15 to '18



Superstore li
Units in k by Ship_Mode
'15 to '18



Superstore li
Units by Product_Name
'15 to '18

